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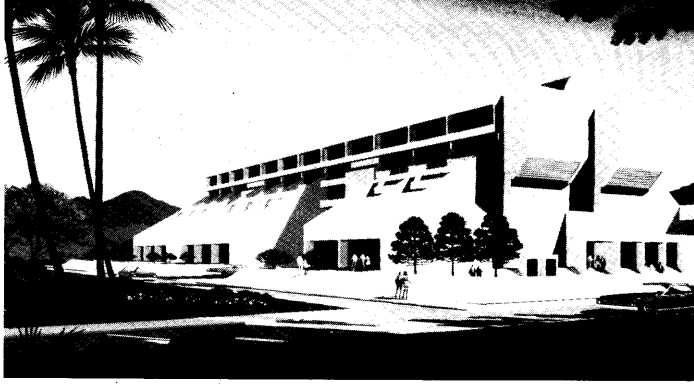

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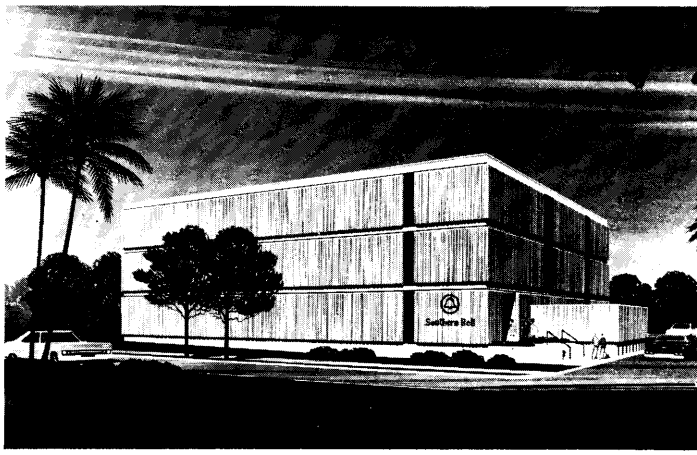

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The Florida Architect July/August Volume 21/Number 4

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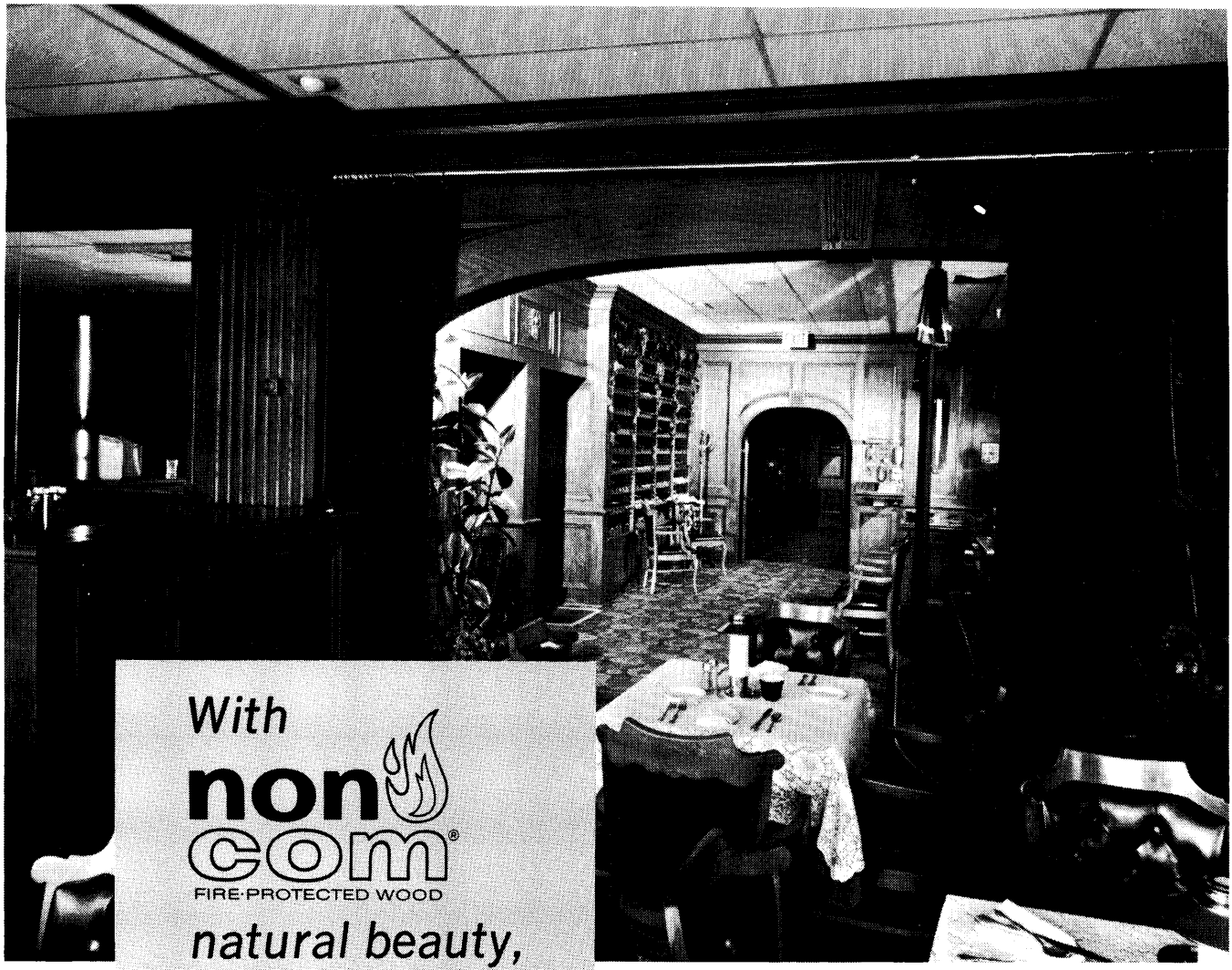

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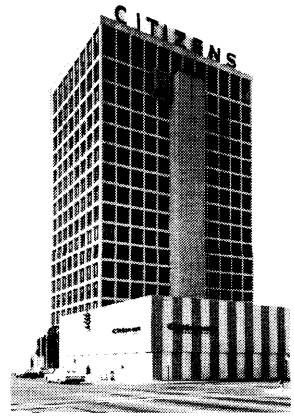

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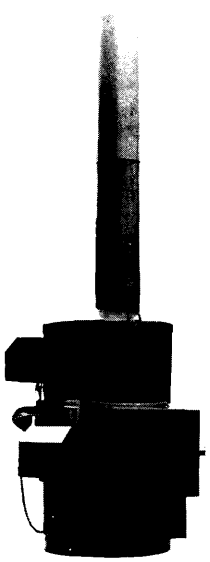

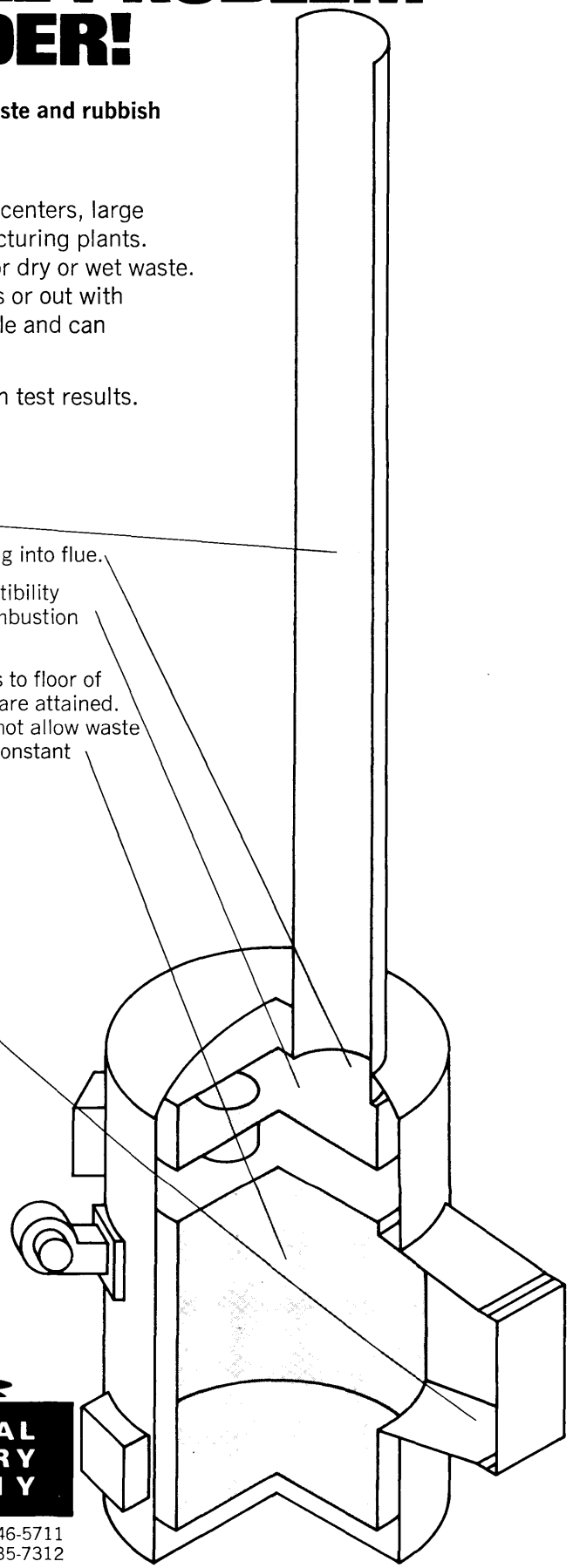

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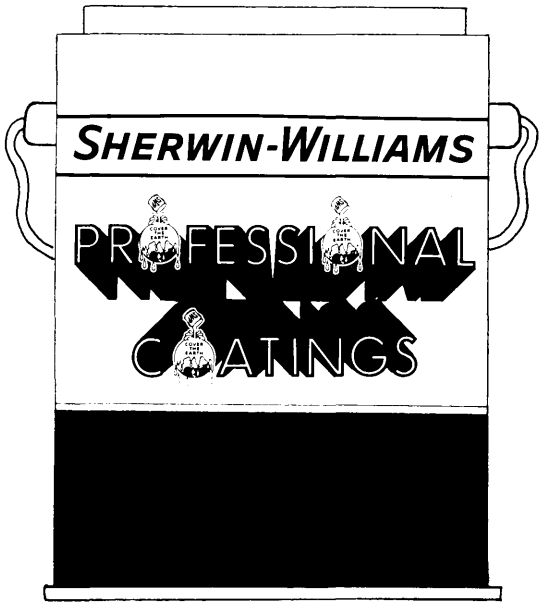

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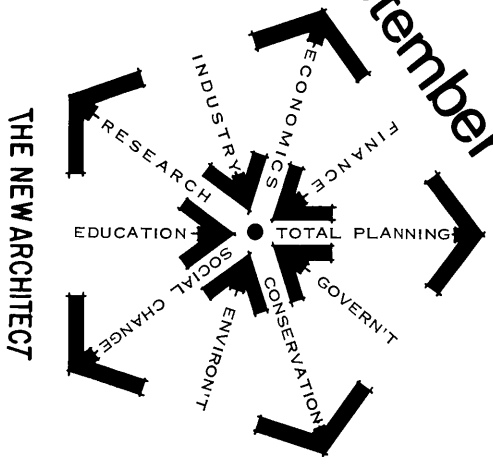

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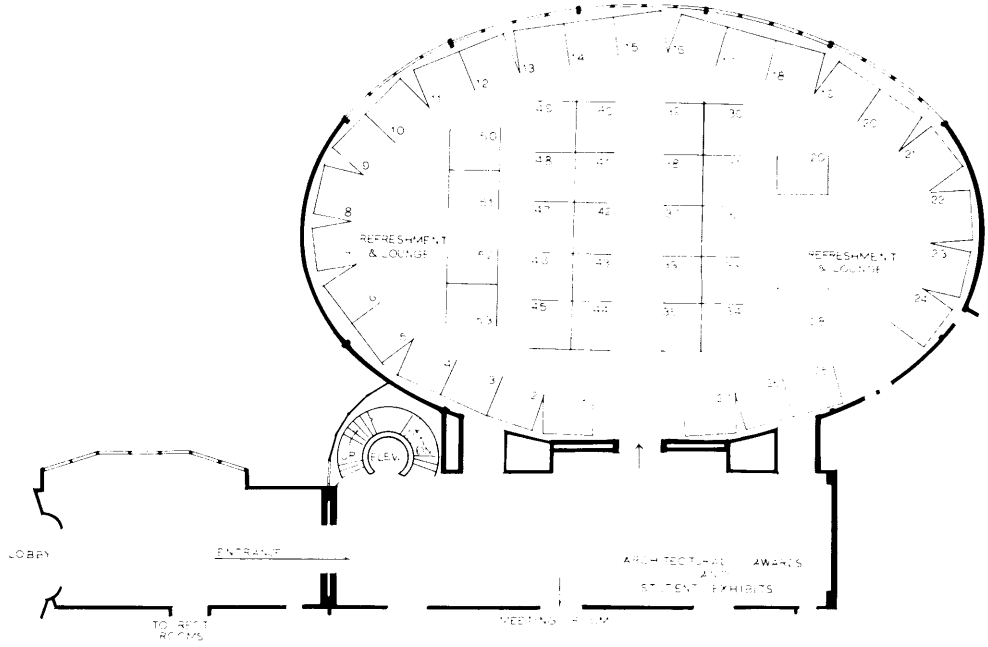

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ANNUAL BANQUET SPEAKER

The Convention Program

. . . One of the highlights of the Convention will be the Architects' At-Home Parties. Members of the Florida South Chapter are graciously opening their homes to host architects and exhibitors to a catered cocktail and buffet dinner party.

. . . A Pre-Convention Golf Tournament

. . . Tour of Significant Miami Architecture

. . . The Architectural Awards Luncheon will be new and different. The entire program is being produced and directed by Audio-Visual Imagery, Inc. of Miami.

. . .For the Ladies, a tour of the Miami Design Showrooms with lunch and cocktails... a tour of the Miami Art Center and Fairchild Gardens with continental breakfast at the Art Center... also a demonstration of arts and crafts by local Miami professionals.

Thursday, September 30

8:00 a.m.	Executive Committee (Zaragozano South)
8:00 a.m. – 11:00 p.m.	Architects/Producers Golf Tournament
8:30 a.m. – 6:00 p.m.	Registration (Ballroom)
11:30 a.m. – 4:00 p.m.	Ladies Bus Tour of Miami Design Showrooms with Luncheon and Cocktails
2:00 p.m. – 3:00 p.m.	Board of Directors Meeting (Monte Carlo)
3:00 p.m. – 5:00 p.m.	First Business Session (Monte Carlo)
6:00 p.m.	Official Opening of Building Product Exhibit Festive Cocktail Party (Ballroom)
Evening	Hospitality Suites

Friday, October 1

8:30 a.m. – 10:00 a.m.	Complimentary Continental Breakfast and Visit Building Product Exhibits (Ballroom)
8:30 a.m. – 5:00 p.m.	Registration (Ballroom)
10:00 a.m. – 12:00 noon	Professional Seminar I (Conquistador-East) **Architect Paolo Soleri**
12:00 noon – 2:00 p.m.	Complimentary Buffet Luncheon/Beer and Visit Building Product Exhibits (Ballroom)
2:15 p.m. – 3:30 p.m.	Professional Seminar II (Conquistador-East) **Architect Paolo Soleri**
3:45 p.m. – 6:00 p.m.	Bus Tour of Significant Miami Architecture
7:00 p.m. – 8:00 p.m.	Complimentary Cocktail Party in Exhibit Hall (Ballroom)
8:00 p.m.	Annual Banquet (Conquistador-East) Speaker: **S. Scott Ferebee, Jr., FAIA** AIA First Vice President – Presentation of FAAIA Gold Medal/Introduction of 1971 FAAIA Officers
Evening	Hospitality Suites

CONTINUED

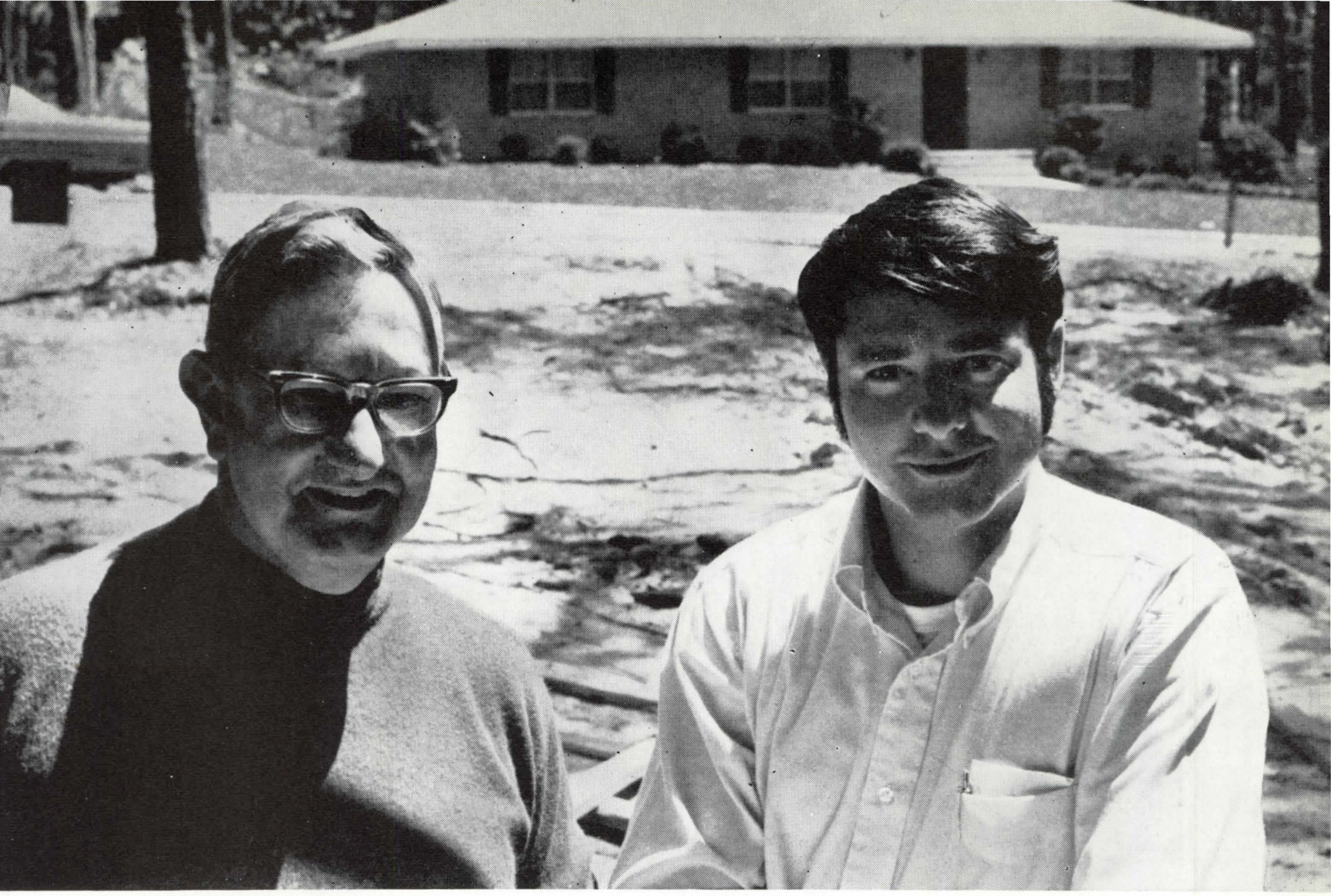
The Convention Program

Saturday, October 2

8:30 a.m. – 9:30 a.m.	Complimentary Continental Breakfast and Visit Building Product Exhibits (Ballroom
8:30 a.m. – 1:00 p.m.	Registration (Ballroom)
9:00 a.m. – 12:00 noon	Ladies Bus Tour of Miami Art Center and Fairchild Gardens with Continental Breakfast
9:30 a.m. – 11:30 a.m.	Professional Seminar III (Conquistador-East) *REGIONAL DEVELOPMENT PROGRAM* Moderator – **Architect Marvin Hatami, AIA** *ANTHOLOGY OF REGIONAL DEVELOPMENT* **Architect Ronn Ginn, AIA** *REGIONAL DEVELOPMENT, THE ARCHITECT AND THE FUTURE* **Architect Donald L. Williams, AIA**
11:30 a.m. – 12:45 p.m.	Complimentary Beer and Cash Bar for Cocktails/ Building Product Exhibits (Ballroom)
1:00 p.m. – 2:30 p.m.	Architectural Awards Luncheon (Conquistador-West) Produced & Directed by Audio-Visual Imagery Inc.
2:45 p.m. – 5:00 p.m.	Professional Seminar IV (Conquistador-East) *NATURAL RESOURCES & THE ARCHITECT* **Architect James A. Veltman, AIA** *FLORIDA'S OKLAWAHA PROJECT* **Architect Nils M. Schweizer, AIA**
2:45 p.m. – 5:00 p.m.	Demonstration of Arts and Crafts in Hotel for Ladies (Monte Carlo)
6:00 p.m.	Architects' – At – Home Parties Buses Depart at 6:15 p.m. Buses Leave Architects' Homes at 9:15 p.m.
Evening	Hospitality Suites

Sunday, October 3

9:00 a.m. Second Business Session
Board of Directors Meeting
Official Adjournment of 57th Annual Convention



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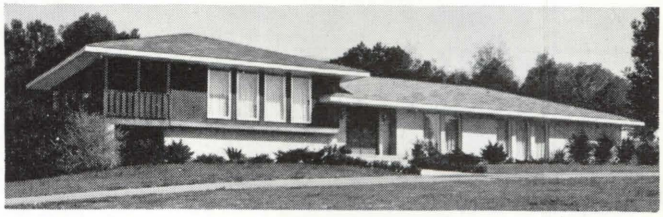

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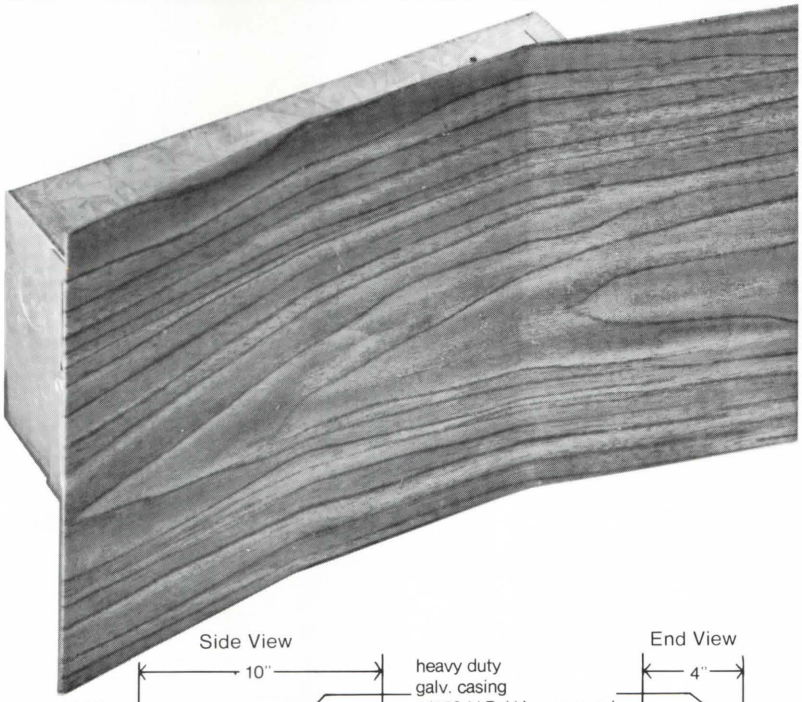

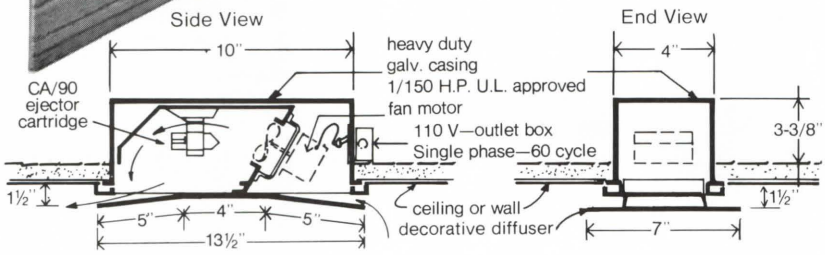

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Designed especially for multiple dwellings of any height, the CA-90 Air Circulator Ductless Bathroom Unit eliminates the necessity for exhaust fans, space for air ducts and expense of building ducts for venting.

Plans for new motel/hotel/apartment construction in the Orlando area already call for installation of more than 3,000 CA-90 ductless units. Work underway points to savings in construction costs of as much as $70 per room.

The CA-90 bathroom installation, which fits flush into wall or ceiling and can be operated automatically with opening of the bathroom door, or by the flip of a switch, also removes danger of fire or smoke being transmitted up exhaust ducts and spreading to other areas.

The heart of the unit is a new, non-toxic chemical formula derived from Florida citrus. Chemical is contained in a removable plastic cartridge (Patent Pending). Room air drawn into the circulator comes in contact with the CA-90 . . . is washed . . . sanitized . . . and returned free of odors and greatly reduced bacteria content in the atmosphere. CA-90 inhibits growth of fungi-causing mold and mildew. It is also said to bring welcome relief to sufferers of hay fever and asthma.

Rush-Hampton Industries also manufactures an attractive **CA-90 ROOM AIR CIRCULATOR** for home, office, school, hospital, kitchen; wherever unpleasant odors or air pollution is prevalent.

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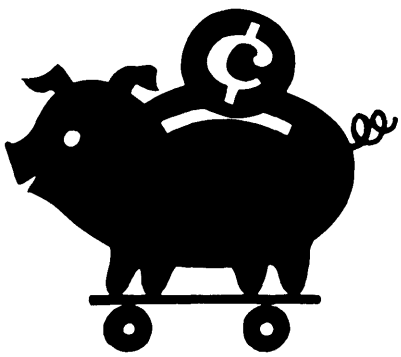
Versatile, economical Kor-Hof panelized wall systems are solving new construction problems every day. Here are a few samples.



BRANCH BANKS

Durable Kor-Hof C.A.B.* panels with polystyrene core allow construction of branch banks in a fraction of the time required for normal construction methods. Insulation properties are far superior to traditional construction. Hundreds of exciting interior and exterior finishes, too.

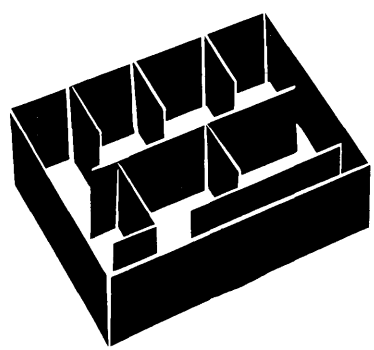
*Cement Asbestos Board

FAST FOOD BUILDINGS

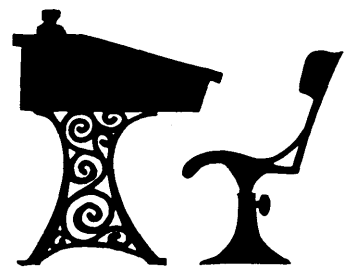
Keep maintenance at a minimum with Kor-Hof for panelized wall systems. Excellent fire and moisture-resistant qualities—plus some of the most attractive finishes imaginable.

MODULAR BUILDINGS

Strength and durability are properties common to all Kor-Hof wall panels. In fact, these lightweight panels will outlast the mortgage. Ideal for vacation cottages, add-on rooms, office buildings and houses. Kor-Hof panels meet all building codes.



In addition to custom applications like these, Kor-Hof gypsum panels are also available in permanent interior wall systems for drywall or plaster finishes, and moveable partition systems for commercial buildings.



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Mid Section of Roof

Gable End Section of Roof

More massive than standard 'S' tile, yet not too massive. Less overpowering than the Cuban Barrel Tile, yet not too small. Our "Modern" 'S' Tile is the "Beautiful Medium." For the utmost in overall design for that old world look, in a new world design.

EASTERN

Tampa solves the jet age traffic problem.

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Electricity and traffic engineering have combined in Tampa's new million and a half square-foot jet terminal to save passengers time and energy.

As in most modern airports, there are two "stations" along the traveler's way. The central terminal building called "landside" and the second station which is one of several "airside" satellite terminals where passengers board and deplane.

The big difference in Tampa's modern service is a fast, comfortable passenger shuttle system which does away with trudging from "landside" to "airside" or vice versa. Each air-conditioned car can move occupants of four fully loaded DC8's to the landside terminal in ten minutes flat.

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Letters

Your May/June "The Florida Architect" was an excellent issue.

Please send me two copies of this issue. I wish to forward them to architectural students to enable them to get advance acquaintance and familiarity with Alfred Parker's exemplary "Philosophy" and "Aphorisms for Architects" presented in this issue.

Glenn C. Hancock
Architect (Ret.)

Just a note to congratulate you on the May/June issue of *The Florida Architect.* While the magazine traditionally sets a high standard of form and content, I thought that the current issue was particularly noteworthy.

The lead article on Tampa International Airport is an excellent piece of architectural reporting. On a recent visit to the Gulf Coast I spent several hours exploring the building from top to bottom. And your fine article rounded out my understanding and appreciation of this unique and satisfying project.

Finally, the Profile on Al Parker's Workshop continues the current series in a masterful way. It is difficult to imagine how a more interesting and productive piece could have been developed.

William T. Arnett, AIA
Professor of Architecture

1971

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(305) 843-6600
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GEORGIA PACIFIC CORPORATION

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1333 Haines Street
P. O. Box 3344
Jacksonville, Florida 32206
(904) 356-4834

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A. J. Robinette
3201 N. W. 110th St.
Miami, Florida 33167
(305) 688-6603

James L. Maynard
2721 Regent Street
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(305) 293-5781

Bill Moore
Tom Kenyon
3701 E. Columbus Drive
Tampa, Florida 33605
(813) 621-1351

Donald K. Barton
P. O. Box 10415
West Palm Beach, Fla. 33404
(305) 844-6371

Richard Yelverton
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Tallahassee, Florida 32304
(904) 576-2146

7 MOISTURE PROTECTION

CALKING & SEALANTS

ATLAS CHEMICAL COMPANY
4801 N. W. 77th Avenue
Miami, Florida 33166
(305) 888-1431

LAMBERT CORPORATION OF FLA.
20 N. Coburn
P. O. Box 2226
Orlando, Florida 32802
(305) 841-2940

CONCRETE ROOF TILE

A/P ROOF TILE **(Division of East Coast Supply Corp.)**
50 N.E. 179th Street
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(305) 625-1505

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Palm Beach – (305) 832-6491

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Miami, Florida 33147
(305) 696-0930

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SUPER SKY PRODUCTS, INC.
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(414) 242-2000

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(305) 584-0082

Demarest Company
P. O. Box 2799
Sarasota, Florida 33578
(813) 958-7855

Demarest Company
P. O. Box 267
Winter Park, Florida 32789
(305) 647-4301

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Miami, Florida 33166
(305) 888-1431

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(305) 565-4531

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Orlando, Florida 32802
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Denton I. Albertson, Manager
4924 LaSalle
Tampa, Florida 33607
(813) 877-7646

WESTERN WATERPROOFING COMPANY, INC.
Richard Norris
1515 Alabama Avenue
Jacksonville, Florida 32209
(813) 398-0308

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8 DOORS, WINDOWS, GLASS

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ALDORA ALUMINUM PRODUCTS
4875 N. W. 77th Avenue
Miami, Florida 33166
(305) 888-4661

Architectural Representatives
O. C. Kelly
4875 N. W. 77th Avenue
Miami, Florida 33166
(305) 888-4661

Tom Knowles
4875 N. W. 77th Avenue
Miami, Florida 33166
(305) 888-4661

Dudley Munger
4875 N. W. 77th Avenue
Miami, Florida 33166
(305) 888-4661

CLINE ALUMINUM DOORS, INC.
112 – 32nd Avenue West
Bradenton, Florida 33505
(813) 746-4104

GEM ALUMINUM PRODUCTS, INC.
715 Barnett Drive
P. O. Box 1259
Lake Worth, Florida 33460
(305) 585-1766

Architectural Representatives
Lyman R. Mitchell
715 Barnett Drive
P. O. Box 1259
West Palm Beach, Florida 33460
(305) 585-1766

Phil Crow
13821 87th Avenue, North
Seminole, Florida 33542
(813) 595-7697

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PANELFOLD DOORS, INC.
10700 N. W. 36th Avenue
Miami, Florida 33167
(305) 688-3501

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The Clayton Company
902 So. Main Street
Gainesville, Florida 32601
(904) 372-9511

George P. Coyle & Sons
2361 Dennis Street
Jacksonville, Florida 32204
(904) 356-4821

Nesbitt & Company
669 N. W. 90th Street
Miami, Florida 33150
(305) 754-2576

Graham Sales Company
528 S. Pineapple
Sarasota, Florida 33577
(813) 958-4646

Folsom Specialities Inc.
1906 S. Monroe Street
Tallahassee, Florida 32302
(904) 222-2293

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Jacksonville, Florida 32206
(904) 356-4834

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A. J. Robinette
3201 N. W. 110th Street
Miami, Florida 33167
(305) 688-6603

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2721 Regent Street
Orlando, Florida 32804
(305) 293-5781

Bill Moore
Tom Kenyon
3701 E. Columbus Drive
Tampa, Florida 33605
(813) 626-6107

Donald K. Barton
P. O. Box 10415
West Palm Beach, Fla. 33404
(305) 844-6371

Richard Yelverton
889 Mabry Avenue
Tallahassee, Florida 32304
(904) 576-2146

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P. O. Box 5683
Orlando, Florida 32805
(305) 843-6600
(Old Dominion)
(Paine – Rezo)
(Locklando)

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Miami, Florida 33166
(305) 888-4661

Architectural Representatives
O. C. Kelly
4875 N. W. 77th Avenue
Miami, Florida 33166
(305) 888-4661

Tom Knowles
4875 N. W. 77th Avenue
Miami, Florida 33166
(305) 888-4661

Dudley Munger
4875 N. W. 77th Avenue
Miami, Florida 33166
(305) 888-4661

9 FINISHES

DRYWALL, GYPSUM

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P. O. Box 3344
Jacksonville, Florida 32206
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Ronald J. Kless
A. J. Robinette
3201 N. W. 110th Street
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(305) 688-6603

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2721 Regent Street
Orlando, Florida 32804
(305) 293-5781

Bill Moore
Tom Kenyon
3701 East Columbus Drive
Tampa, Florida 33605
(813) 626-6107

Donald K. Barton
P. O. Box 10415
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(305) 844-6371

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Plant & Regional Office
P. O. Box 1240 – Hiway 19
Eustis, Florida 32726
(904) 357-4119

Main Office
1 Jabez Street
Newark, New Jersey 07105
(204) 589-4444

Regional Sales Manager
Sheldon Ostrow
Mercer Plastics Company, Inc.
P. O. Box 1240
Eustis, Florida 32726
(904) 357-4119

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A. T. S. Industries
3690 N. W. 62nd Street
Miami, Florida 33147
(305) 633-3221

Atlantic Distributors, Inc.
6300 N. W. 32nd Avenue
Miami, Florida 33147
(305) 696-3330

Atlantic Distributors, Inc.
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Orlando, Florida 32805
(305) 851-6440

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Jacksonville, Florida 33209
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5120 W. Clifton
P. O. Box 15463
Tampa, Florida 33614
(813) 884-0444

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(904) 763-0723

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Panama City, Florida
(904) 785-5231

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Edward M. Humbert
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Henry A. Schueler
8411 Annwood Road
Bardmoor Country Club
Largo, Florida 33540
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Tampa, Florida 33601
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Architectural Services Dept.
General Offices
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P. O. Box 1381
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(813) 247-3161 Collect

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(Contact Branch Managers)
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43 Hernando Plaza
Brooksville, Florida 33512
(813) 796-4711

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Clearwater, Florida 33515
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Cocoa, Florida 32922
(305) 636-5137

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Oakland Park, Florida 33308
(305) 565-2596

130 Highway 17-92
Fern Park, Florida 32730
(305) 831-2623

1971 Architectural Awards

Jurors Richard Meier & Charles Gwathmey

"Since the location of this Competition is Florida, there is a minimum concern with elaborate mechanical equipment, and because of the climate, there is a possibility of more open planning than was seen in the submissions. The quality of the workmanship of brickwork and stucco projects throughout was impressive. However, the Jury was disappointed in the lack of public housing projects. There were only two; one of which received an award, and as always, there was a dominance of single family houses.

The nature of this year's Awards were such that it forces one to seriously question the causes for the present state of publicly funded projects. Is it that our political and economic situation is now such as to make it impossible to build anywhere in the United States at the present time? This year's entries to the Florida Architectural Competition Awards Program seriously force one to question the programs under which much of today's buildings are being constructed.

These entries showed that the quality of design for mass housing, including condominiums in the Florida area, is desperately poor, and that housing is the major area of today's architecture field that should have a greater degree of thought devoted to it."

HONOR AWARD

Southeast Palm Beach County Branch Office Complex / Delray Beach
Jacobson & Currie, Architects, AIA/ Delray Beach

Firestone Residence / Dade County
Robert Whitton, Architect/Coconut Grove

MERIT AWARD

Florida State Museum / Gainesville
William Morgan, Architect, AIA/ Jacksonville

Terminal Complex-Tampa International Airport/Tampa
Reynolds, Smith and Hills, Architects-Engineers-Planners, Inc./ Jacksonville

HONORABLE MENTION

Eugenia Coleman Memorial Addition To River Garden Hebrew Home For the Aged/Jacksonville
Freedman/Clements/Rumpel Architects/Planners, Inc./Jacksonville

Antoniadis Residence/Coconut Grove
Antoniadis Associates Architects & Planners/Coconut Grove

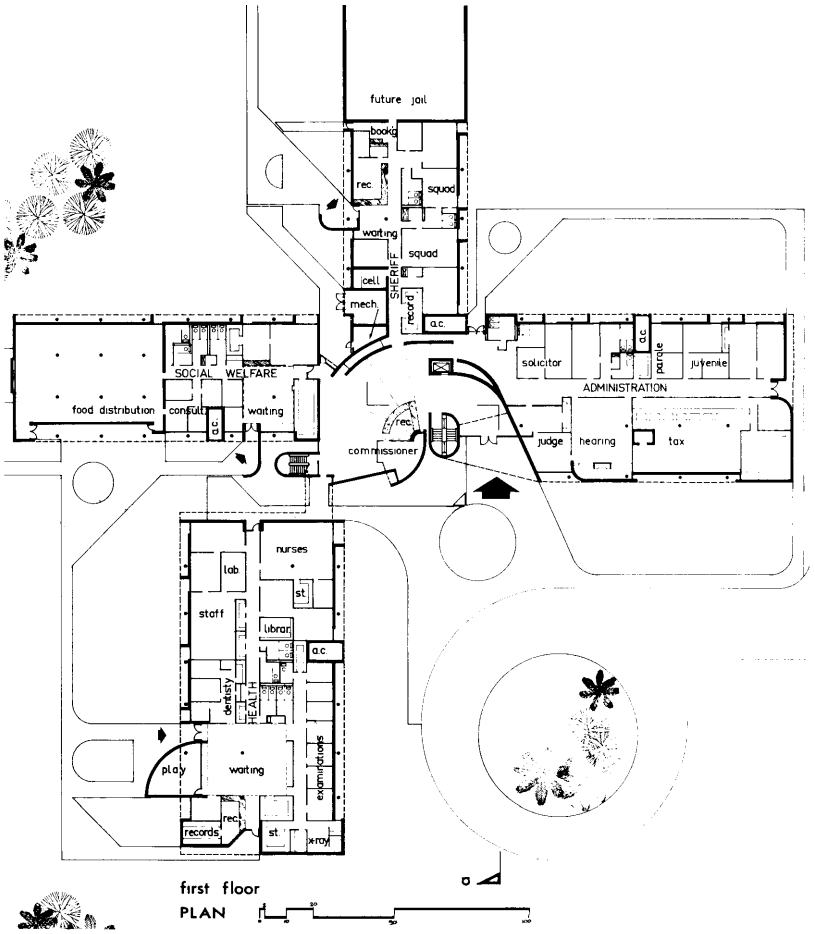
Urban Renewal Project 1/Miami
Borroto & Lee, Architects & Planners/Coconut Grove

Southeast Palm Beach County Branch Office Complex / Delray Beach
Jacobson & Currie, Architects, AIA / Delray Beach

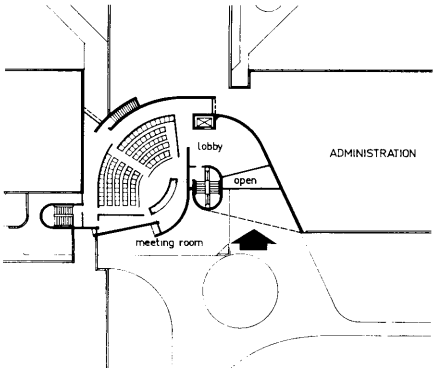
Honor Award

"This County Complex was chosen for an Honor Award because of its direct organization, and its concern with what appears to be a fairly simple although diverse building program which can expand easily to meet the needs of the various functions. The Architect's concern with spatial quality as it relates to the organization of the overall building is clearly articulated. The quality of the detailing and the almost fanatic concern with consistency is commendable. A very simple, straightforward building with a clear structural expression."

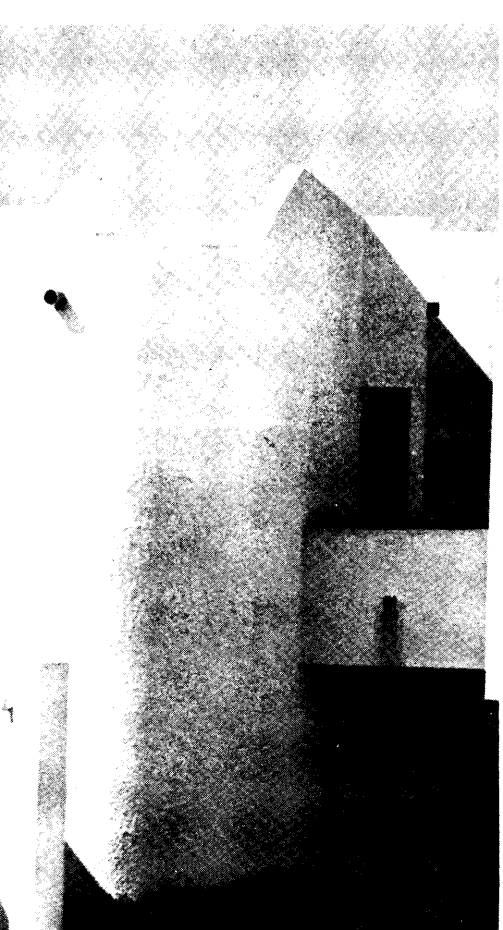
OWNER: PALM BEACH COUNTY
CONTRACTOR: W. G. LASSITER CO., INC.
CONSTRUCTION FOREMAN: EARL CRESELIOUS



first floor
PLAN



PHOTOS: ROBERT CURRIE



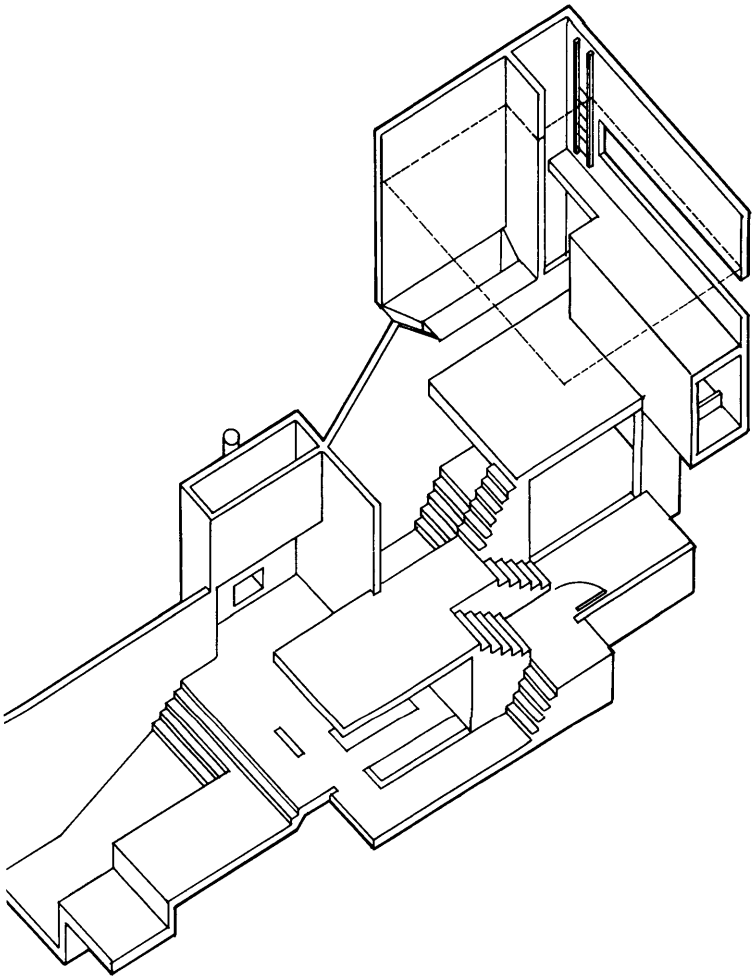
Firestone Residence / Dade County

Robert Whitton, Architect / Coconut Grove

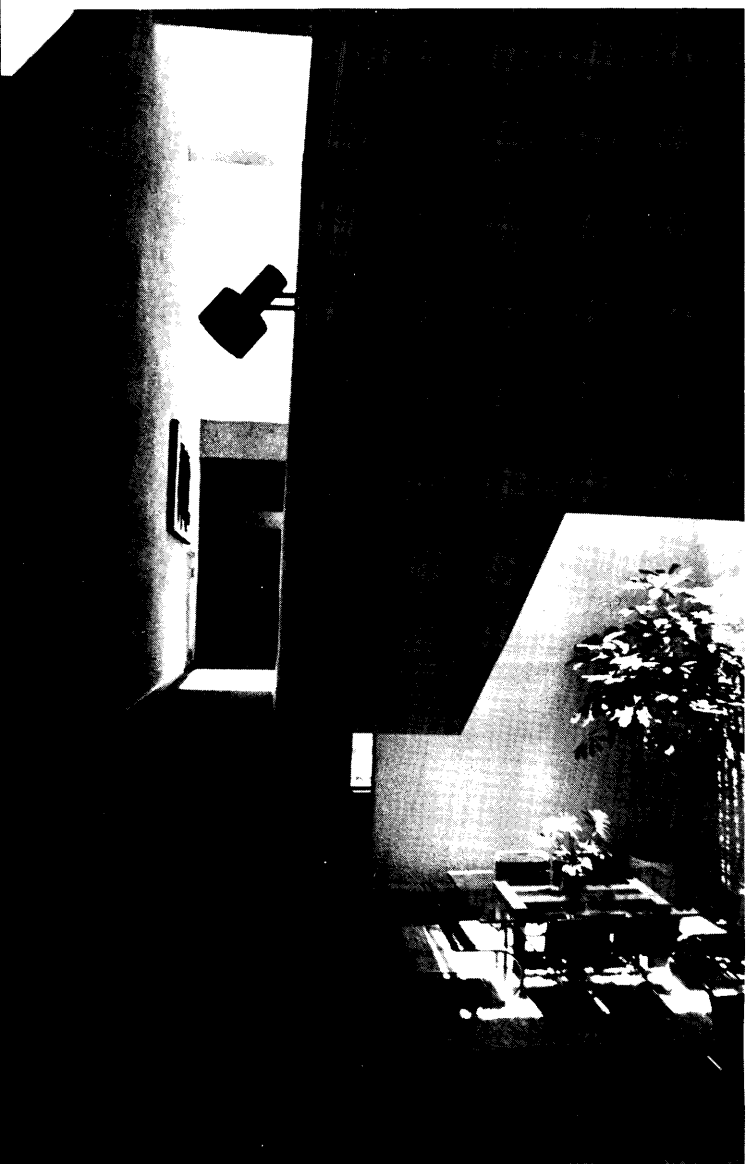
Honor Award

"A clear, volumetric, simple, straightforward building with elements clearly expressed. Commendable inner spatial penetration. The building has derived a commendable sequential movement system. The form of the glass off the master bedroom area is inconsistent with the rest of the building, nevertheless this was clearly the best of the houses submitted."

ENGINEERS: MCGLINCHY & PUNDT



PHOTOS: EZRA STOLLER



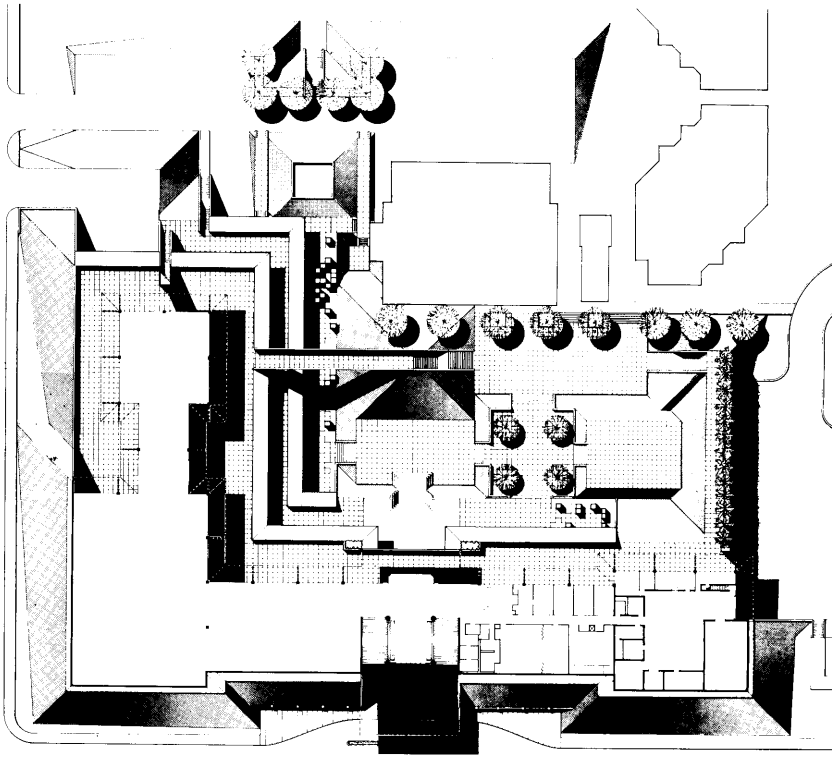
Florida State Museum / Gainesville

William Morgan, Architect, AIA/ Jacksonville

Merit Award

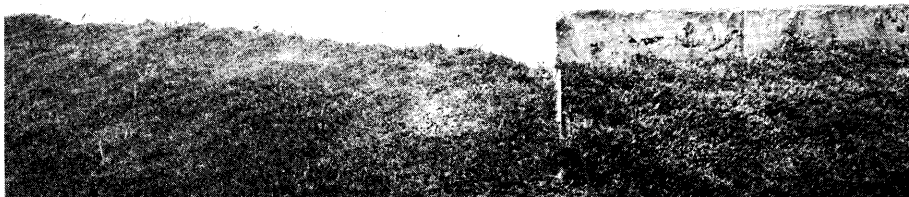
"Harmonious site plan for a building which could have been extremely imposing and ascertive because of its size. This building uses the site extremely well. Unlike so many buildings today, it does not try to dominate its surroundings, but is rather sympathetic to its surroundings. There is a certain amount of monotony in the presentation of the outdoor spaces, and the Jury felt that more variety could have been employed in the development of some of the outdoor spaces."

OWNER: FLORIDA STATE BOARD OF REGENTS
ENGINEER: HALEY W. KEISTER, P.E.
CONTRACTOR: THE AUCHTER COMPANY



Upper Level - Exhibitions

PHOTO: G. WADE SWICORD



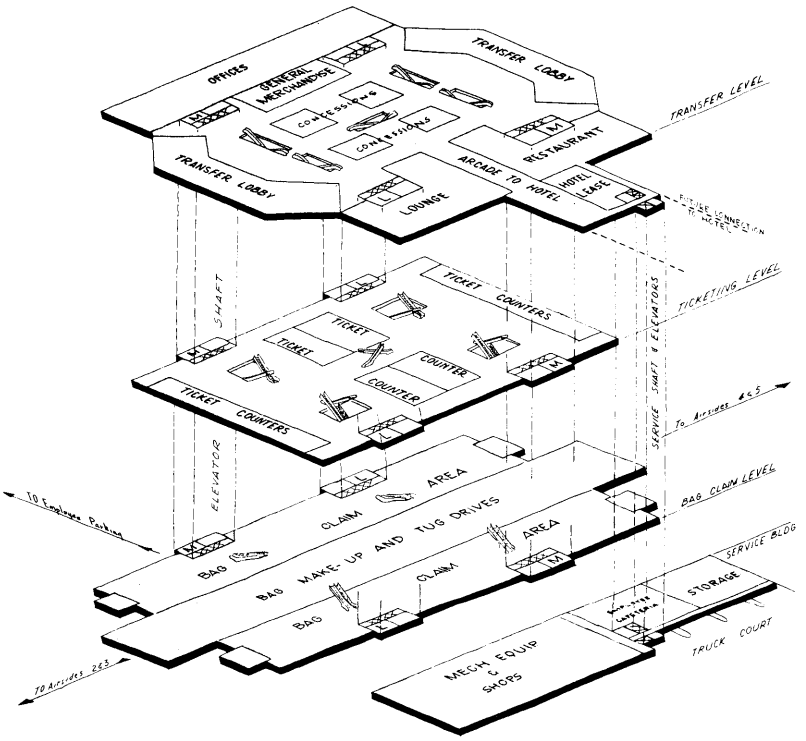
Terminal Complex-Tampa International Airport/Tampa

Reynolds, Smith and Hills, Architects-Engineers-Planners, Inc./ Jacksonville

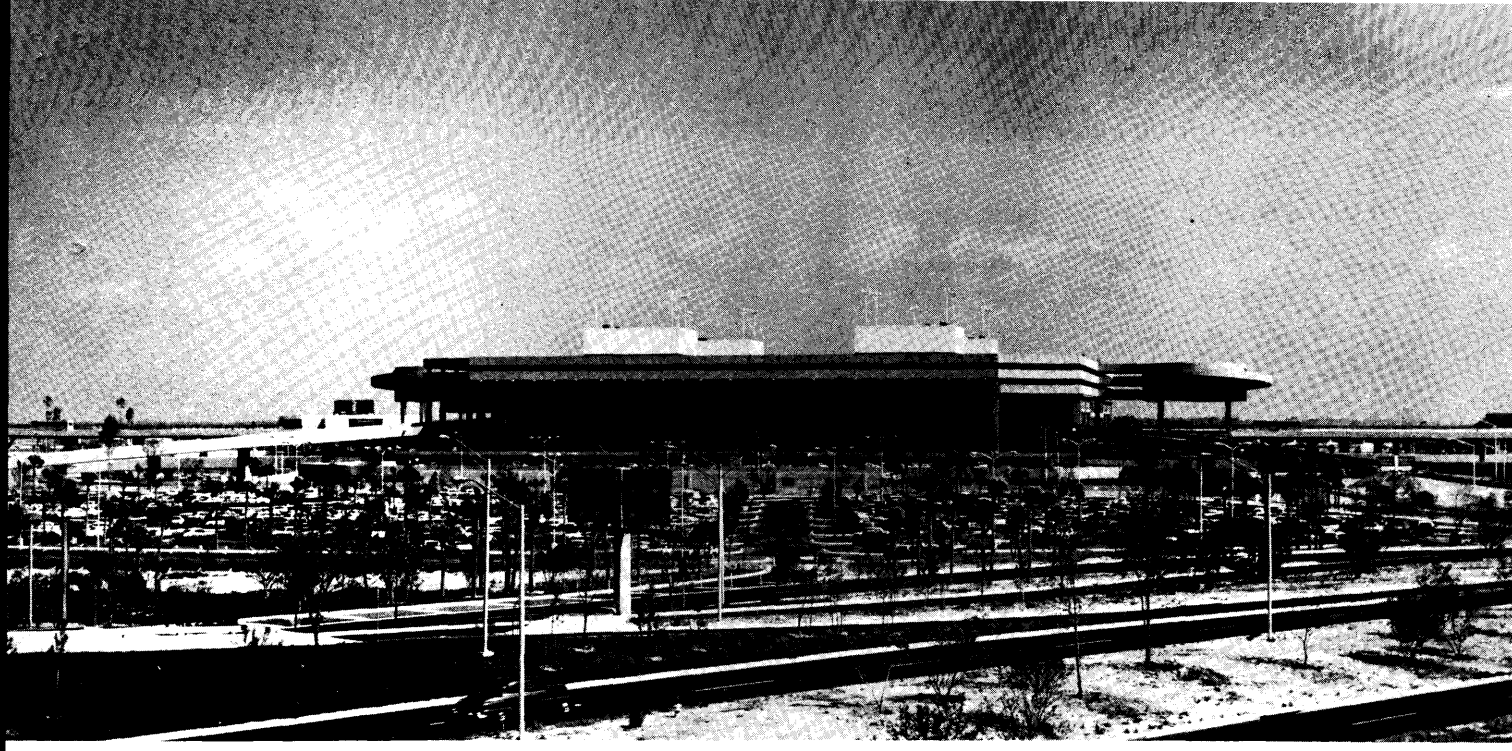
Merit Award

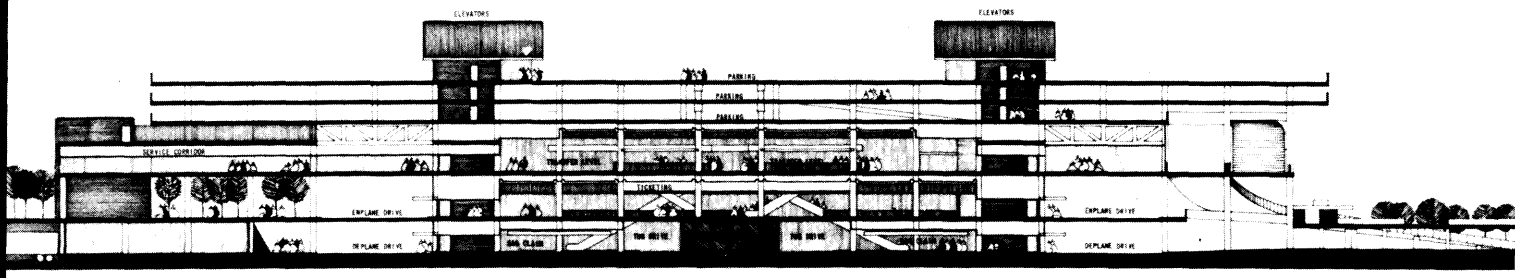
"The sound planning of this complex upon which the architectural forms were hopefully derived was the thing which particularly impressed the Jurors. The apparent interconnection of various circulation systems from automobile to bus to plane, and the articulation of the open circulation space was very strong."

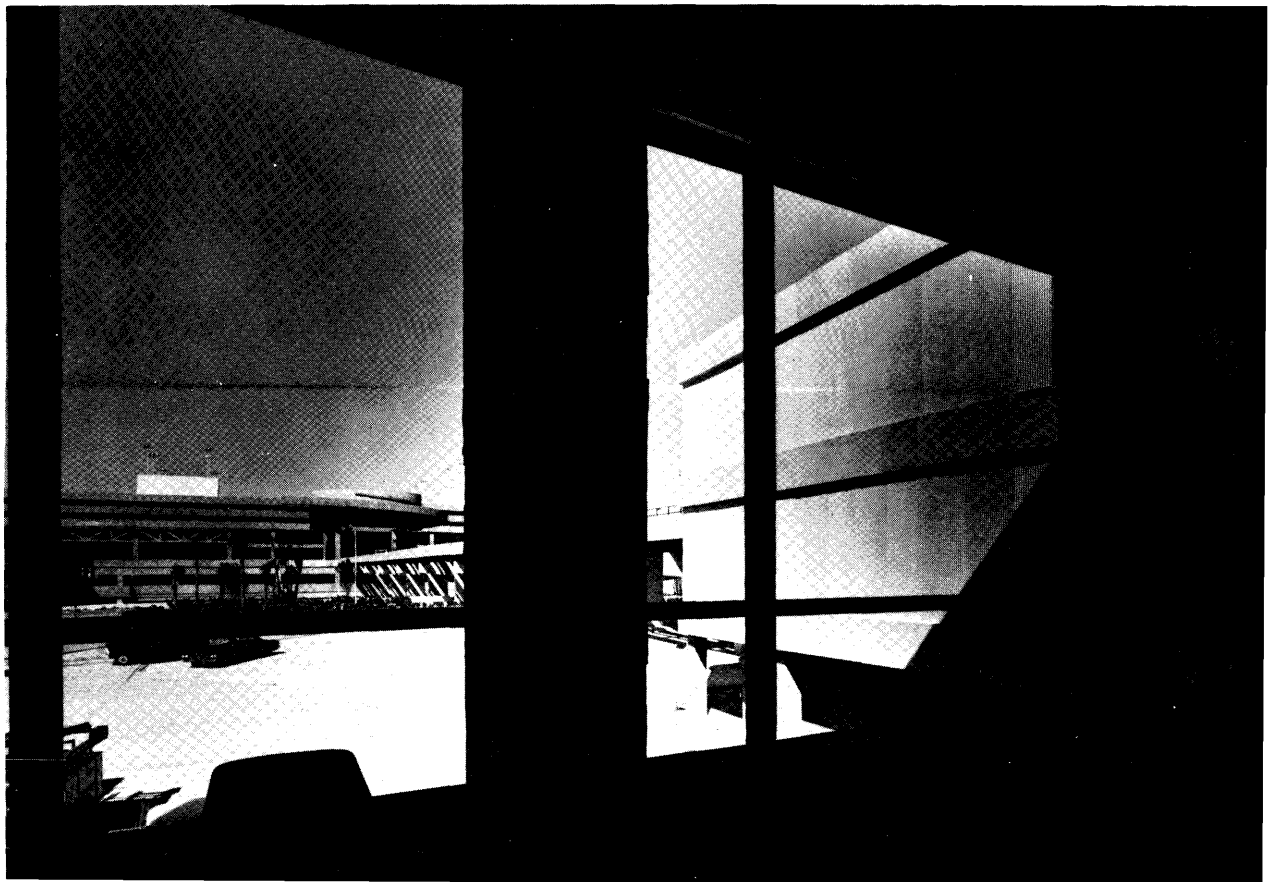
OWNER: HILLSBOROUGH COUNTY AVIATION AUTHORITY
GENERAL ENGINEERING CONSULTANT: J. E. GREINER COMPANY, INC.
CONTRACTORS: McDEVITT & STREET COMPANY, CHARLOTTE, N.C.
J.A. JONES CONSTRUCTION CO.
C. A. FIELLAND, INC.



LANDSIDE BUILDING
ISOMETRIC SKETCH




ELEVATORS
ELEVATORS
PARKING
PARKING
PARKING
SERVICE CORRIDOR
TICKETING
ENPLANE DRIVE
ENPLANE DRIVE
DEPLANE DRIVE
DEPLANE DRIVE
SERVICE BUILDING
LANDSIDE BUILDING
RENTAL CAR FACILITY

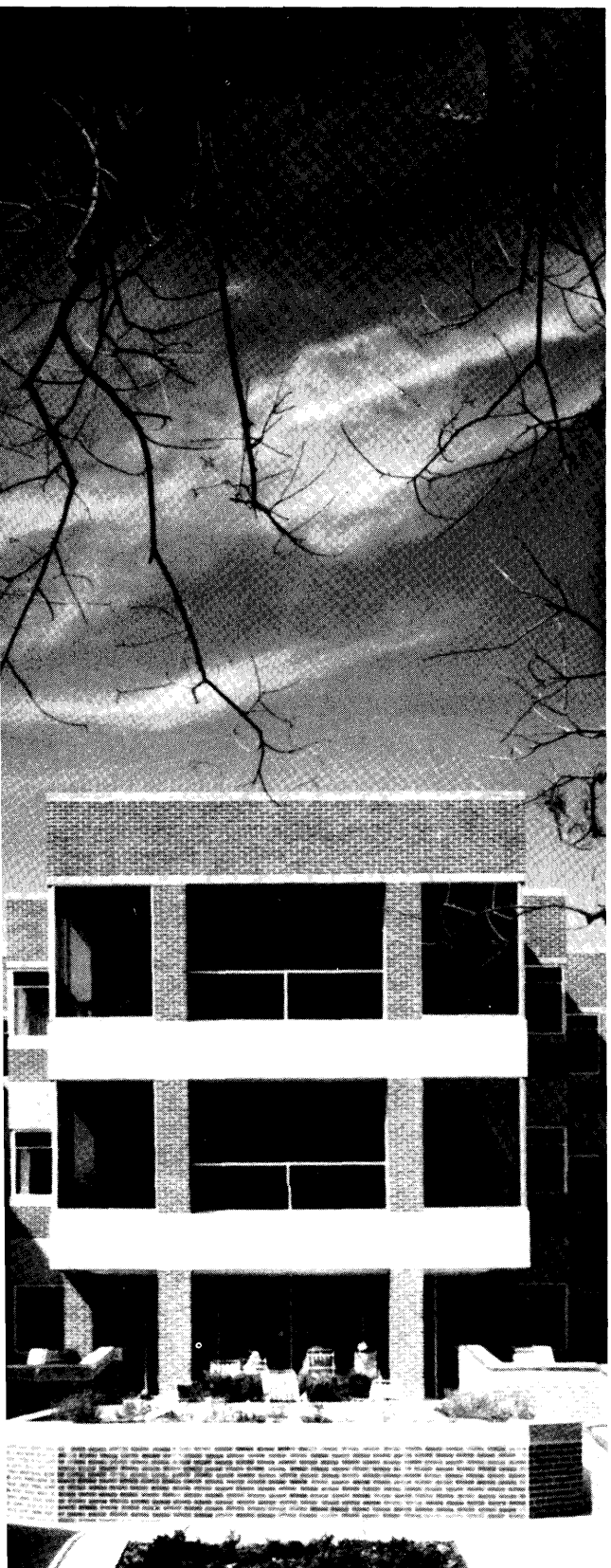


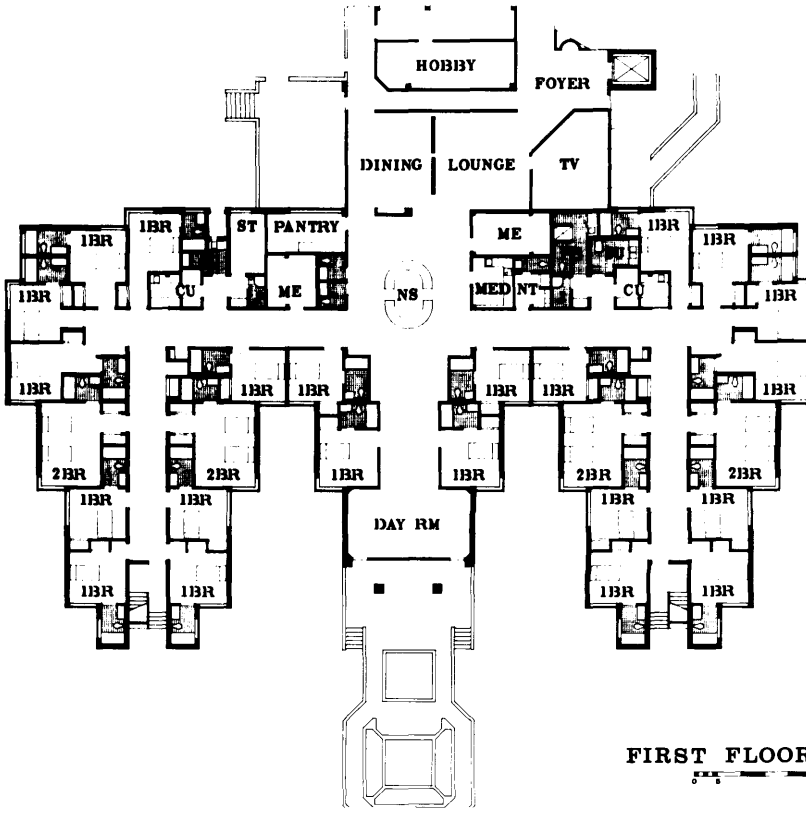
Eugenia Coleman Memorial Addition To River Garden Hebrew Home For the Aged/Jacksonville
Freedman/Clements/Rumpel Architects/Planners, Inc./Jacksonville

Honorable Mention

"The program for this project presented an extremely difficult problem. The Jury questioned the symetry of the plan, however were very impressed by the quality of the detailing and the concern of the Architect for making a variety of both circulating and living spaces. The exterior skin was extremely well conceived and detailed in a sophisticated manner. This structure appears to be sympathetic with the existing building under very severe site limitations."

OWNER: RIVER GARDEN HEBREW HOME FOR THE AGED
CONTRACTOR: BATSON COOK COMPANY





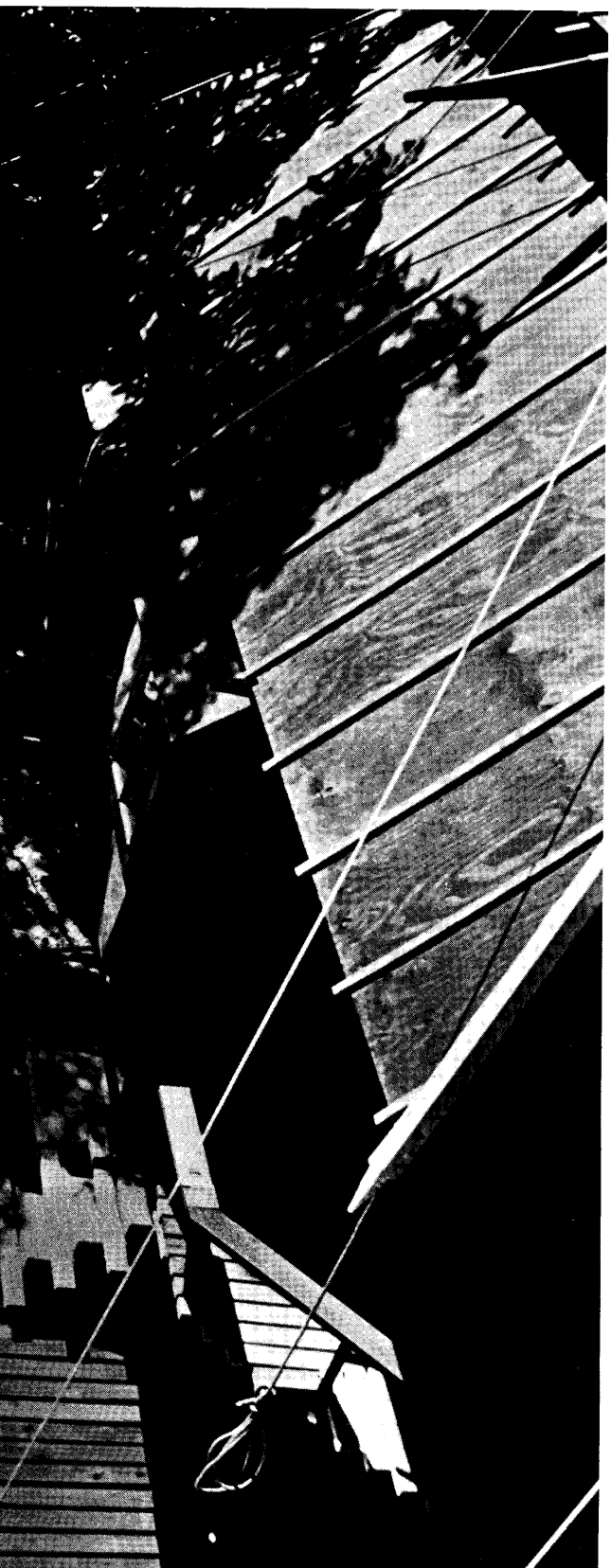
Antoniadis Residence/Coconut Grove

Antoniadis Associates Architects & Planners/Coconut Grove

Honorable Mention

"The Architect is to be commended for his energetic use of materials to achieve a most economical building with a great deal of spatial excitement. This project is energetic, creative and obviously a great deal of thought was given to its design. The ingenious use of found materials at the local city dump and at the local salvage stores gives this project a unique originality."

OWNER: YIANNIS ANTONIADIS
LANDSCAPE ARCHITECT: TED BAKER



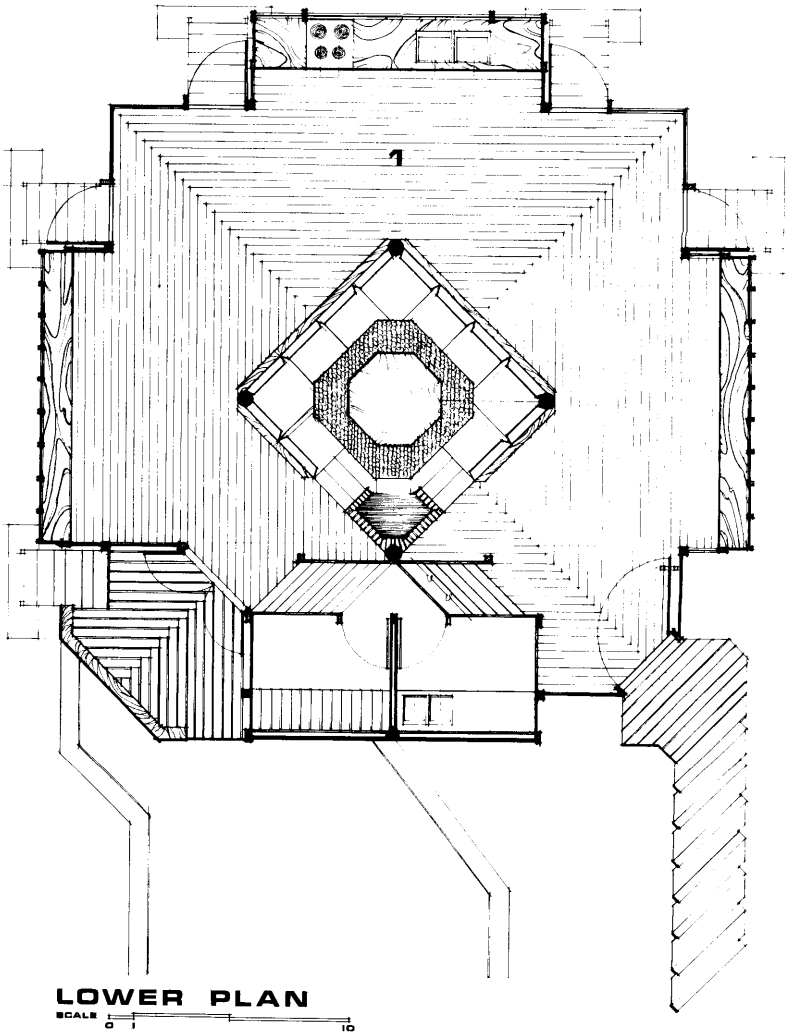
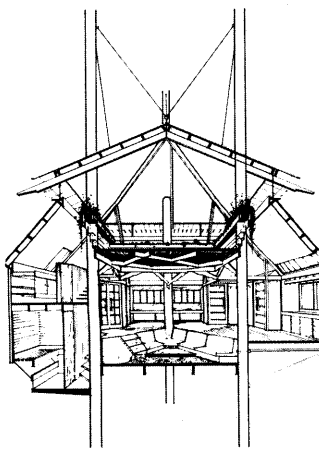


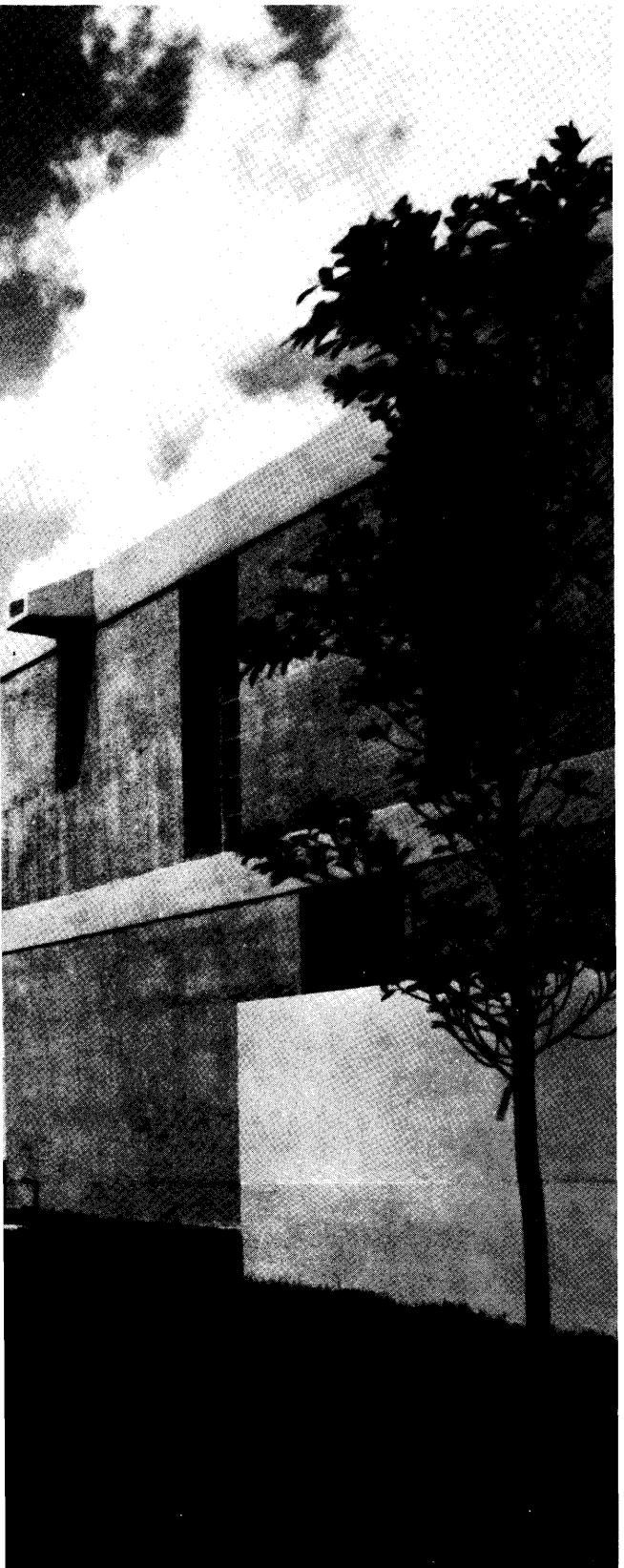
PHOTO: YIANNIS ANTONIADIS



SECTION

Urban Renewal Project 1/Miami

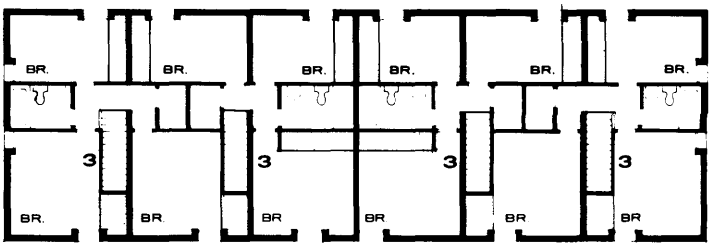
Borroto & Lee, Architects & Planners/Coconut Grove

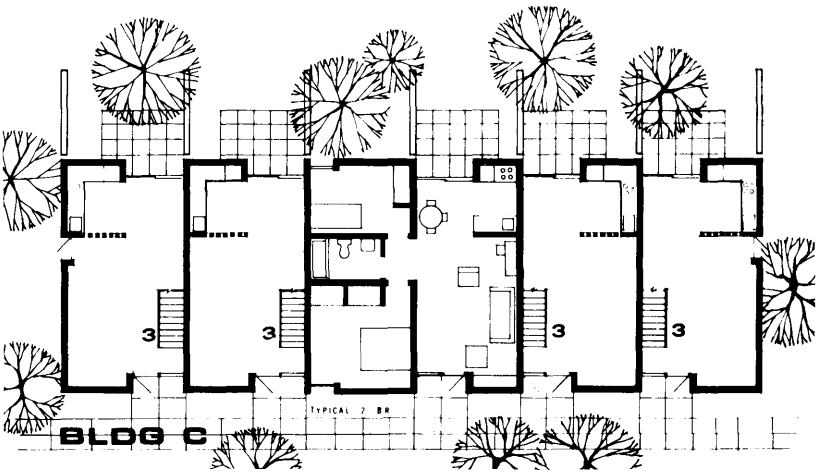


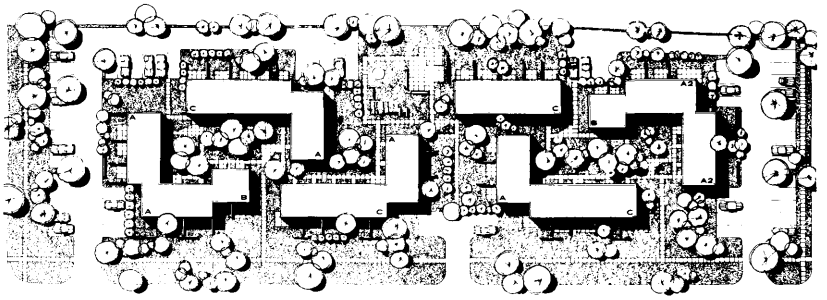
Honorable Mention

"Under what must have been very difficult budget conditions, this project shows an area of concern for the privacy of the individual and for each development unit. The site plan is so organized as to create private areas as well as community areas for the use of the residents. A very simple and very clear unit plan, which is to be highly commended. The quality of the outdoor program relieves what could have been an uninteresting repetitive exterior."

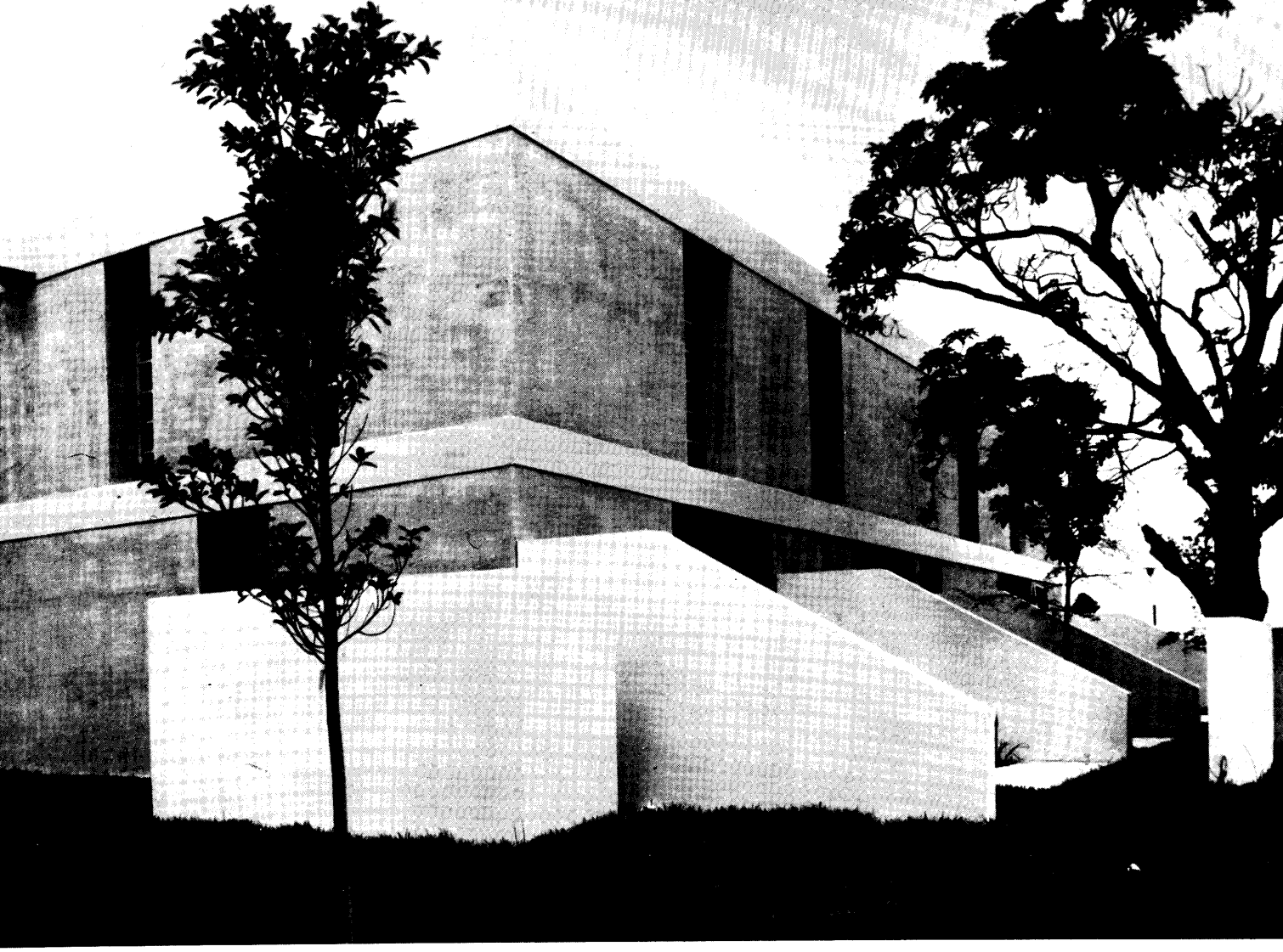
OWNER: ECUMENICAL DEVELOPMENTS, INC.
CONTRACTOR: APGAR & MARKHAM CONSTRUCTION CO., INC.







SITE PLAN 1/30



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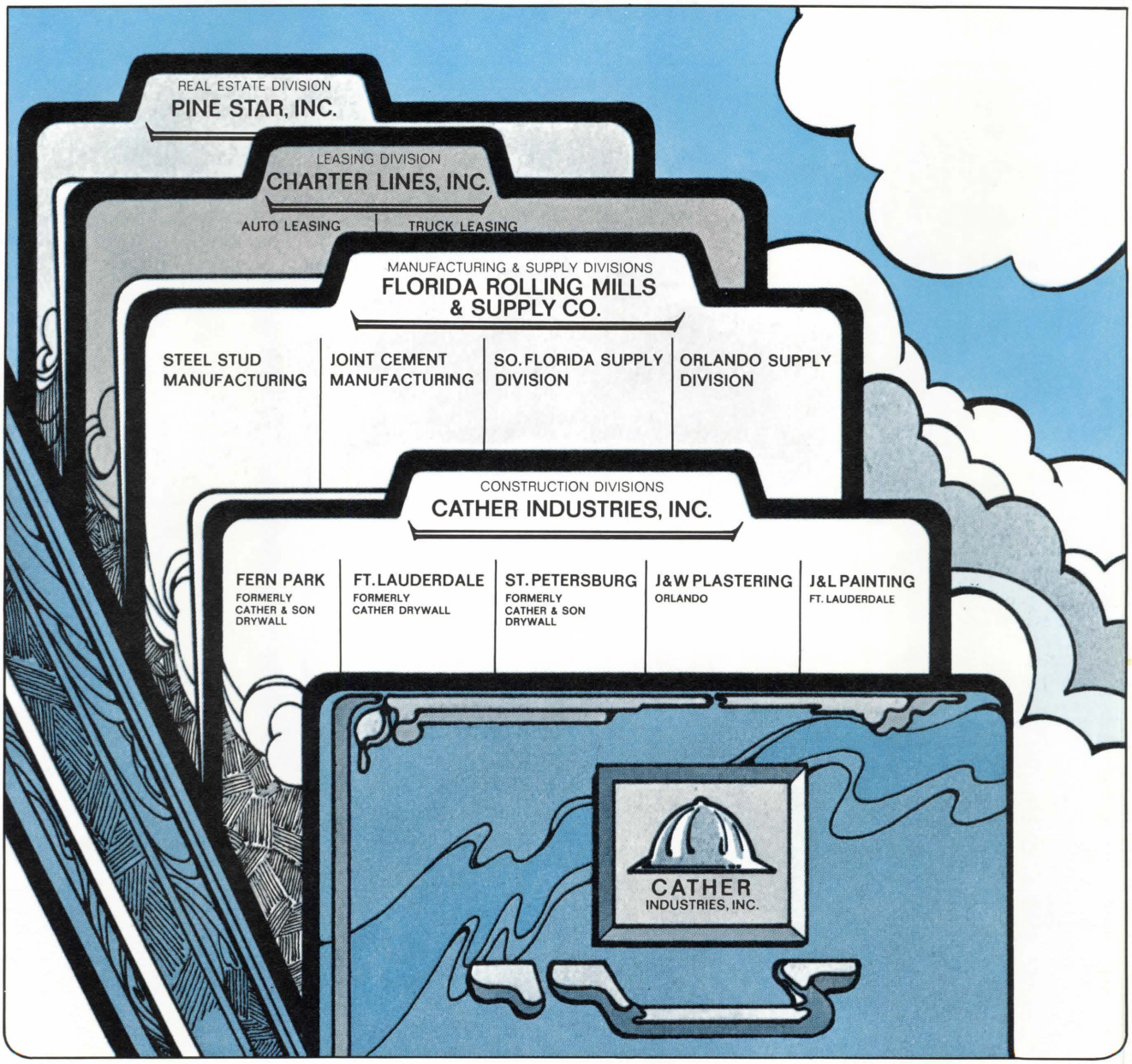

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Arbitration If the AIA Contract is used, arbitration is very useful in Client disputes. It is legally binding in Florida, it is a final solution and is usually less costly and time consuming than other methods.

Owner/Contractor Agreement It is not advisable for the Architect to prepare this agreement, but rather he should give the information needed from the Architect for this agreement and suggest to the Owner that his Attorney review and approve the contract.

Certification of Compliance with Drawings and Specifications Caution should be used in wording any such certification to Surety Companies, Municipalities or other Governmental bodies especially when a full time project representative is not used.

Liability Insurance If an Architect plans to change to another Insurance Company, he should make certain that there is no gap in his professional liability coverage. Also, after retirement, an Architect should continue to have professional liability insurance to the end of the Statute of Limitations of the States where his buildings are constructed. Usually this type of insurance is at a reduced rate.

AIA Contract Documents Wherever possible, avoid the use of contract documents which are not standard AIA forms. In general, they are worded for the best protection of the Architect and the Owner.

Supervision If a non-AIA contract document is used, avoid the use of the word "supervision" by the Architect.

Sub-Contractors The Architect should avoid conducting any business directly with sub--contractors or workmen on a construction project since it may appear as supervision, which is not his responsibility.

Application for Payment The Architect should be cautious about certifying amounts in the application for payment since the Surety Company or the Owner may hold the Architect liable for any discrepancies.

Typical Detail Avoid the use of the term "typical detail" since it is a vague term. Be specific.

Existing Utilities Be careful about noting existing utilities on drawings since this is an item which properly is in the province of the Owner and his Surveyor.

Owner's Consultants It is better not to copy information from the Owner's survey or soil borings but rather to reference these documents on the drawings and have them available in the Architect's office for review by the bidders. (Such things as soil bearing capacity, set backs, property lines, etc. are properly in the province of the Owner's Consultants.)

Stop the Work It is no longer the Architect's role to stop the work according to the new AIA documents. The Owner now does this (usually on instructions from the Architect), for incorrect materials but not for safety precautions or construction methods.

Performance Specifications Architects should be more Performance Specification conscious especially for items manufactured off site of a structural nature.

Errors and Omissions When an Architect omits an item which can be added later without tearing out already completed work, and this item adds to the Owner's property value, then the Architect will probably not be liable. But, if the item requires moving or tearing out existing work to comply with the code, then the Architect may very well be liable.

Perfection of Drawings The Architect is not required to be a guarantor of the perfection or the thoroughness of his drawings but he should exercise reasonable and due diligence of an average nature practiced by his profession and in his region.

New Products An Architect should be careful about specifying any product or any structural system without previous experience. He should obtain a letter from the manufacturer giving specific gurantees about the performance of the product.

Limited Service Contract If an Architect were to sign a contract requiring him to prepare construction documents, his responsibility would be limited to that phase only and would not extend to the construction administration phase.

Construction Cost Increase Always inform the Owner, in writing, as early as possible, regarding any change in the construction cost.

Conference Memorandums Even on the smallest projects, the Architect should put in writing any change in the program or other instructions arising out of a conference with the Owner. It is preferable to have the Owner respond and agree with the Conference Memorandum in writing.

Oral Agreements During the construction period, oral agreements to furnish additional work for additional money which goes beyond

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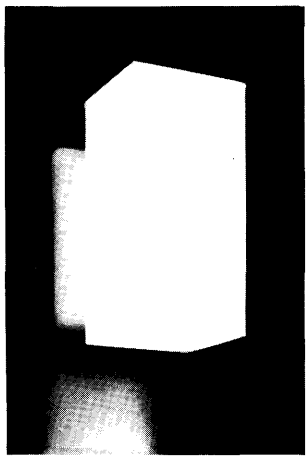

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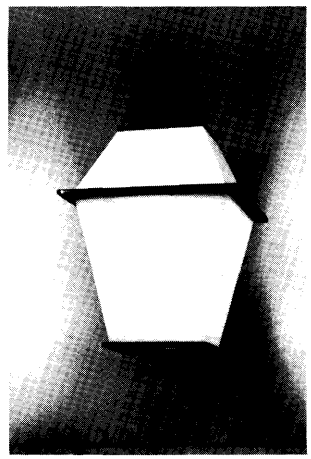

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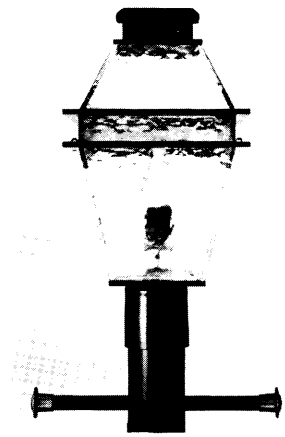

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the original contract amount (or upset price) are *not* enforceable since this constitutes a change in a written contract.

Terminal Expenses According to the AIA Architect/Owner Agreement, the contract may be cancelled at any time by the Owner. Terminal expenses will be explained on a list to be published by the AIA this summer. One example was given where an Architect had hired extra staff to handle a particular project and had to pay them to the end of the week after cancellation by the Owner.

Completion of the Work If the Contractor feels that it was necessary to do extra work not clear in the drawings, he must first complete the work, then seek damages.

Adequate Records An Architect should also keep all sketches, drawings, notes, conference memorandums, etc. at least until the conclusion of the work and after final payment. This is especially true if it is necessary to go to Court and the Architect is required to show the scope of his work and the Owner's changes and instructions.

Payment by the Owner Payments made to the Architect according to the Construction Schedule upon completion of various stages is tantamount to approval of the drawings, changes, etc.

Request for Services If a Client enters an Architect's office and requests services without discussing fees or signing any written agreement, the Client is liable for payment for these services.

Billing Client should be billed at least on a monthly basis so that he does not get too far ahead of the Architect.

Shop Drawing Approval The Architect should follow the suggested wording regarding shop drawing approval as noted in the current AIA Manual of Professional Practice or else say "Checked by _____ ,A.I.A."

Consultant's Insurance If an Architect carries Professional Liability Insurance he should make certain that his professional consultants are also insured since it may very well be required by the terms of his insurance policy.

Preliminary Drawings Until, the construction documents are complete and ready for construction they should be stamped with the words "Preliminary Drawings — not for construction" since many preliminary drawings have a way of being used during the construction period.

All of these items are merely notes taken during the Seminar and are not intended as legal advice. As was suggested during the Seminar, if you foresee a problem or are in doubt about any legal matter consult your attorney before the problem arises, not afterward. ■

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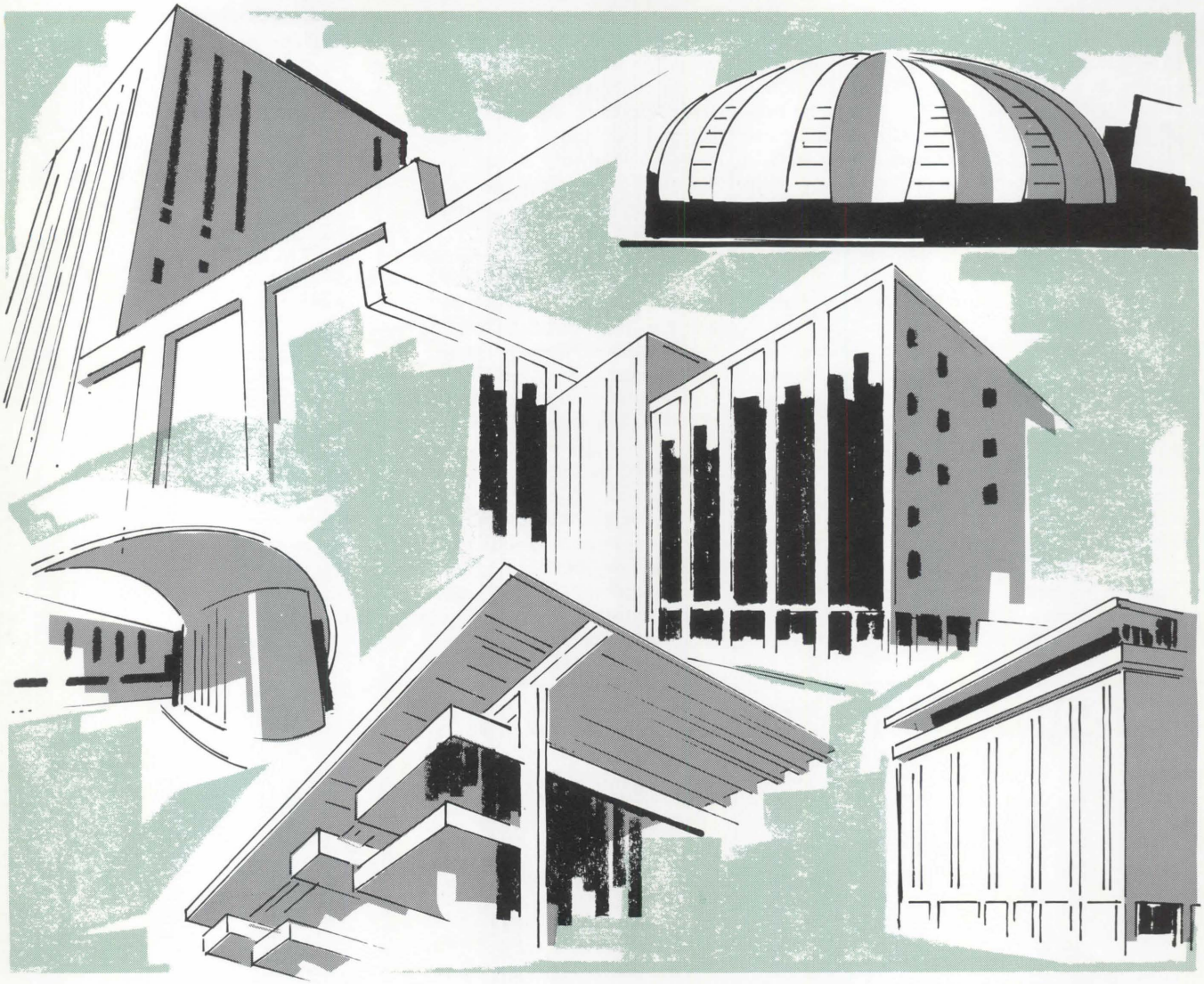

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Irrigation "An After Thought"

By William G. Muschett, President, Safe-T-Lawn, Inc.

We hope that this article will assist in making a greater percentage of our building associates more aware of a few shortcomings in our responsibilities towards the client.

Many treat a sprinkler system as an after thought and not as an important part of the project. It is ironical to think of the time and effort spent in preparing a beautiful rendering of the proposed project complete with landscaping and lawn to enhance the facade and general appearance of the proposal. The first impression of the presentation usually dictates success or failure.

Design of the foundations, floor plans etc., are done according to building codes and accepted practices.

In the general shuffle many fail to advise their client that if the finished product is to look like the rendering and most important, maintain that look, the landscaping will need an adequate sprinkler system. Those not interested in this phase of the job should contact a specialist in the field of lawn sprinkler design. Very few can excel at all phases of design, that is why we are in the age of specialization. More and more clients are demanding the services of landscape architects, interior decorators and professional lawn sprinkler designers. Many investors have had to replace the entire landscaping due to no irrigation or inadequate irrigation.

There are sprinkler consultants in Florida who are aware of the local conditions and the best equipment for the job. Unfortunately, these talents are not used as often as they should be; Consequently, good lawn sprinkler designs are quite rare in South Florida.

Our past dry season (Feb.-June) showed up the number of good sprinkler systems. It was a disgrace to see the condition of landscaping and lawns. Less than 5% of the installed systems were effective in maintaining landscaping and lawns.

Too many projects are left to the builder or general contractor to supply the irrigation without a professional design or specifications. The landscaping and sprinkler system are about the last jobs to be completed. Cutting corners to save money show up at this juncture. Some builders that are not governed by design and specifications put in an apology for a sprinkler system.

Common faults in sprinkler design noted in Florida:

1. Spacing of heads are too far apart for adequate precipitation and uniformity of water application.

2. Undersized pump and pipe, resulting in lack of pressure to operate heads efficiently.

3. Single stream sprinkler heads covering a far greater area are mixed with spray heads (mist) in the same line, resulting in too much water in one area and not enough in others.

4. Watering streets, sidewalks, driveways, walkways, and buildings. Staining of buildings, cars boats etc., are a common sight.

How many times have you gone visiting and have been told to "watch out for that sprinkler" or have had to use this phrase to your friends and visitors. This is quite unnecessary. Those of us who have this type of installation must agree that there should be a better way of life.

Good design criteria gives many benefits and bonuses:

1. Economy of water and an ecological benefit.

2. Landscaping is watered so that the water reaches the proper root depth.

3. Lawn gets the correct amount of water for its type and root depth.

4. The drudgery of the manually controlled system is replaced with an automatic system that waters in the early morning when wind is at the minimum.

5. The correct sprinkler equipment is used. Safe and minimal maintenance. No broken sprinklers after each mowing operation, no back breaking drudgery of clipping around pipes.

6. Fertilizing and bug control can be done easily, economically and efficiently. Savings in fertilizing and bug control and maintenance, will pay the difference in cost of a good system in a short period of time.

Something has to be done to improve the lot of the investor, be it a home or a development. Our associations, Florida Irrigation Society (FIS) and the Sprinkler Irrigation Association (SIA) a national association, are dedicated to improving the quality of irrigation. If the Architect and Landscape Architect Associations were to work in conjunction with the FIS and SIA we could get local and state legislation to protect the innocent by having a set of codes and inspections, sprinkler designs done by licensed and qualified persons. The day this phenomenon comes about it will save the investor millions of dollars per year, and further bring the dignity of our profession to the fore. ■

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Public Relations

Edited version of Speech at FAAIA Sarasota Convention by Robert Denny, Executive Vice-President of Henry J. Kaufman & Associates, Washington, D.C. public relations counsel to AIA

Over the years, I've been guilty of about 100 speeches and presentations to AIA groups of one size or another, mostly about what AIA is doing, did wrong, or ought to do about public relations. And somehow, like the sole survivor of an ambused platoon, I've looked up and found that while I've been talking, a large number of people and programs have come and gone at Institute headquarters. The people include a formidable group of public information people, five PR department heads, and two AIA staff directors.

The point of saying all this is that the air has been filled with words over the years. At this point, anything more that is said about this subject needs to be said as pointedly as possible.

If we're going to talk usefully about public relations, we'd better start with the same mental pictures. Architects instinctively think in visual terms and you've managed to afflict me with the same habit.

So imagine that you're looking in a mirror. What looks back at you is your image. It's a lousy word; but descriptive in this case. You can dress up the image a little, hide the wrinkles, and add or detract from apparent maturity. But cosmetics provide only a temporary disguise. Reality will show itself.

This is the first useful thing to know about public relations: There is only one thing that you can reasonably expect it to do for you. All you can expect it to do is for it to shorten the length of time it takes people to recognize you for what you are. Not what you want to be, or ought to be, but what you are. If you're fuzzy, an effective PR program will make people find it out faster. If you're beautiful, people will find that out more quickly too.

Many people, groups, and corporations are unqualified to be bona fide PR clients. They may indeed have a PR problem, but either the nature of their enterprise or their conduct within it makes it impossible for them to attract the kind of favorable attention they want — no matter how much time and money they spend on the effort.

The second useful thing to know is how to define it for yourself so that it sets up a pattern for the development of a program at any scale. Here's a practical definition. Public relations consists of a three-phase process described by three key words: Evaluation, identification, communication.

More formally, public relations is the process of evaluating what you have to offer in terms of public wants and needs; identifying your product, service, and policies with the satisfaction of those wants and needs; and then communicating this state of identification to the people on whom your prosperity depends.

To set up a new chapter or evaluate an old one, evaluate what you're trying to do. Whom are you trying to reach? What are your objectives, short and long-range? What are your assets and liabilities? You've got both. Write it all down. Set up a structure to handle a program. It can't productively be shunted off to one man or one committee. Interlock your public relations committee with your chapter executive committee, most logically through the chairman, and then, ideally, interlock the committee membership with the membership of other action committees of the chapter. Through this or a similar device, PR can become what it ought to be: An effective voice for the significant activities of the organization.

What are the points of identification between your gorup and the interests of the community? How can you bring your talents and experience to bear on public problems and needs? How can you blend community service and self-interest to the benefit of both?

You can involve yourself. Take stands. Demonstrate your relevance to your changing community. Concentrate on subjects within your area of expertise and credibility. Do your homework. Operate as a group. Be specific, persistent, aggressive. Talk and write in plain language.

PR for this profession stands for Professional Responsibility. This is the best possible "identification" between yourself and the community.

If you do these things well, the third step — communication — will become a good deal easier. This generally consist of a planned mix of activities which I don't propose to dwell on now. Most of you know what these things are; if you don't, you can find out from the chapter PR handbook, available from the Octagon. Perhaps I should add only that the communications phase should consist of deeds as well as words — publicity is more frequently earned than gotten.

The national AIA will help you. By helping to formulate positions on issues at the national level and providing interpretation of these positions to chapters and State organizations. By developing new tools to help you fight successfully at the community level. By telling you what other components are doing about similar problems in their areas.

In 1971, the Institute is concentrating its efforts in two major areas — public policy and professional performance. The two, of course, are closely related. One deals with the architect's competence to practice and the other with his opportunity to do so. Both deal with effective service to the community through better environmental design.

During 1971, AIA will formulate a far-reaching urban policy consisting of a number of carefully-chosen positions on the major elements that shape the urban environment. It will be the job of government relations to carry these positions to Capitol Hill and lobby effectively for their adoption. It will be the job of public relations to promulgate and promote them to government and the community.

This activity will be an important part of AIA's PR mix during the year. Other elements will include a two-day conference held for the mass media on urban growth and design by AIA in joint sponsorship with the Columbia University Graduate School of Journalism; a slide presentation and possibly a motion picture on the rise of the community design center movement across the nation; and a revamped advertising program that will promote professional services to entrepreneurs in print publications and plug childhood education on environmental design appreciation through unpaid TV spots.

At this juncture, somebody is thinking, well, that sounds very nice, and I'm glad the Institute is doing something, but how can I use PR to do something for myself?

Last year, quite unexpectedly, I wound up making two management studies for architectural firms — one a rather large organization with a generalized practice and the other relatively small, and with a limited practice. It was an illuminating experience.

Both firms had recently gone through corporate changes. Both were trying to close a generation gap, broaden areas of practice, and establish a higher and more consistent visibility in their logical markets. It proved to be entirely practical to go through the three-step PR process with each. Each study involved an internal examination of present identity and capability, the present package of clients and services, the desired future mix, and the capability of the firm to create a credible link between itself and its prospects.

Each ultimately faced a number of questions, large and small, that included the definition of market areas, identification of prospects by market, creation of a flexible, modularized visual presentation, a new "capability" brochure, and — quite important — a reliable system for documenting major projects in good pictures and words (the latter in filed editorial information sheets). The system becomes vital to the successful solicitation of articles in general and specialized publications which identify design decisions of specific usefulness to the client.

In such a situation, the discussion usually extends past narrow questions of communications techniques to substantive questions of community service; expansion of professional services by association, joint venture, and retention of consultants; and research into arcane areas of land development, realty economics, and opportunities in government programs. All of this assumes that you've got to give a lot of time to PR and other aspects of business development.

Time-consuming? Of course it is. But, unless you're dumb-lucky or so patently gifted that clients flock to you, it's the price of success. This assumes that "success" equals more business, and that you're willing to make all the personal sacrifices that this expenditure of time demands. In the end, it's a matter of personal decision and

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Public Relations, continued

commitment. The depressing fact is that the most common denominator in most people who are generally regarded as being successful is a single-minded willingness to work long hours.

There are, of course, professionals in every field, including my own, who have no stomach for community service, no patience for meetings, no talent for presentations, and no enthusiasm for selling. Everybody doesn't have to do these things. *But somebody does.*

Finally, to close the circle, a word about AIA. *All* organizations like this — professional societies, associations, civic groups — are relatively inefficient by nature. They tend to veer between excessive democracy and totalitarianism, often exhibiting the worst faults of both.

Yet, in a way that government can seldom manage, such organizations have the capacity periodically to regenerate themselves, become useful where they were frivolous, sharp where they were dull, swift where they were slow. This, I think, is happening at AIA. Credit goes to a Board that finally had the wisdom to reshape its own practices and to go out and find a new staff leader and order him to lead them.

Over the years, I've concluded that I've been involved with the profession for three reasons: Profit, interest, and potential. I've about given up on profit; I can't figure out any way to make any real money out of this profession. My interest has gone up and down like a voyeur's respiration rate, depending on whether the Institute was concerned with matters of moment or mickeymouse.

Right now it's about as high as it's ever been, and that's because I think it's becoming possible — just barely possible — that this profession may be able to realize the great potential it's always had and become a genuinely important force in American life. ■

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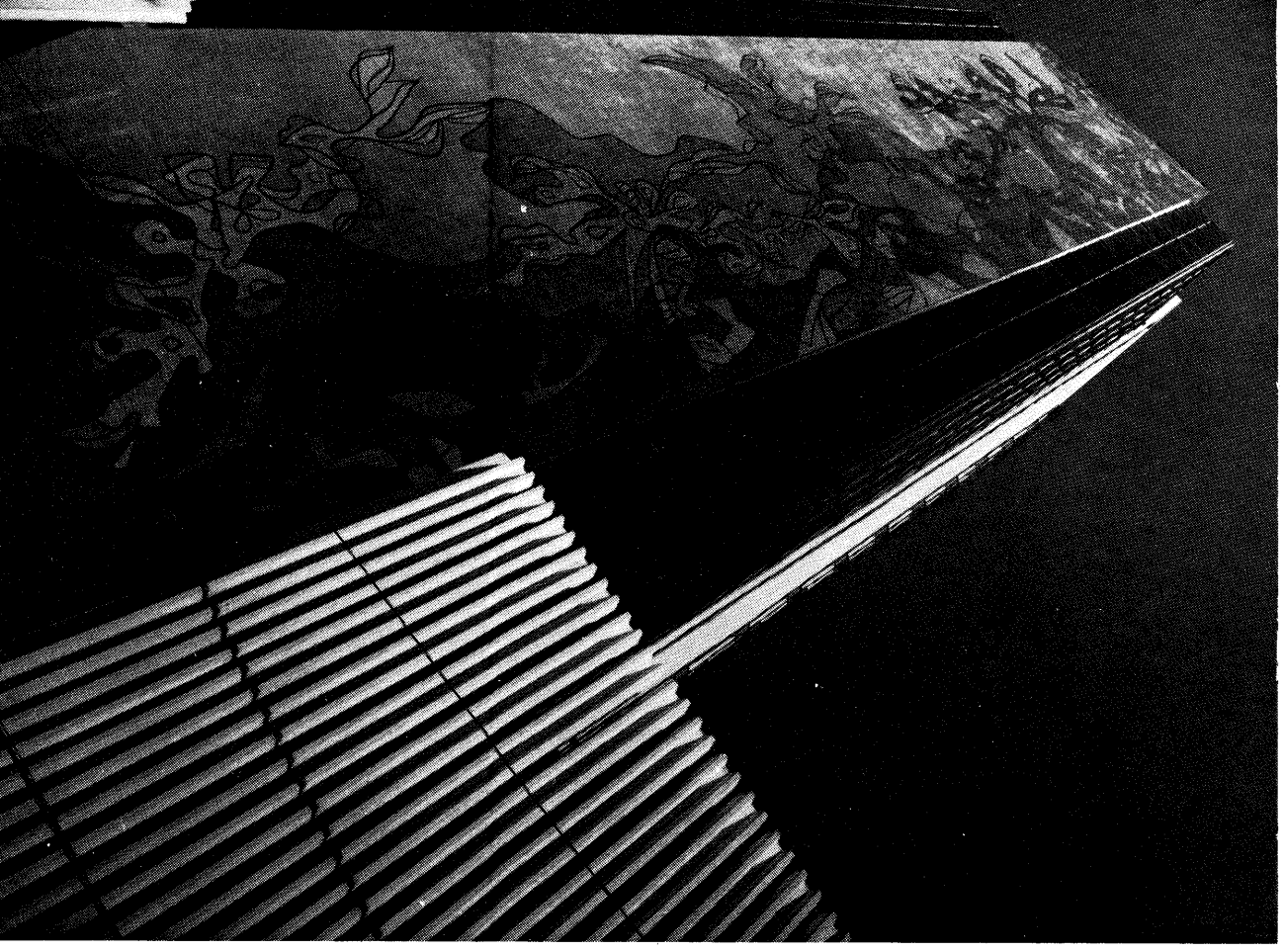

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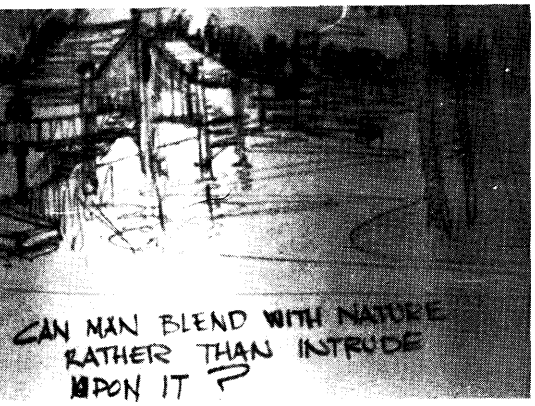

"This, as citizens, we all inherit. This is ours, to love and live upon, and use wisely down all the generations of the future." From This Is The American Earth, Sierra Club.

Oklawaha Charrette

Since the recent dawning of the realization of our environmental crisis countless words have been written on environmental problems and many actions have been instigated. The subject of this article deals with the potential death of an ecological system and the loss forever to mankind of yet another wilderness area of natural beauty. It is the beginning of the story of how this area, and others like it, might be planned and guided in growth and development and saved for "Generations of the Future".

With President Nixon's halting of the Cross Florida Barge Canal culminating months of effort and research by the Florida Defenders of the Environment and other concerned groups and individuals, there was the realization that this was not the end. Viable alternatives must be proposed and studied, not only for use of the canal right of way but, as a guide to the economic development of the entire region. With this in mind, the FDE approached the Florida Association of the American Institute of Architects and plans were laid to stage a "Charrette", an intensified planning effort of problem solving, to formulate a land use plan for the Oklawaha Region.

At an orientation meeting early in May plans were outlined and finalized by representatives from FDE and FAAIA as well as individuals from the American Institute of Planners and the American Society of Landscape Architects. The working force of the Charrette would consist of 5 teams each comprised of 3 architects, a planner and an ecologist. Each team would be assigned one part of the study area. A resource team would provide background data consisting of maps, statistics, research studies and other materials relating to population, land uses, geology and soils, transportation, etc. Mountains of such basic data are necessary to begin a thorough regional planning study and fortunately much material pertinent to this effort had been condensed into an environmental impact study made by the FDE. By necessity a charrette of short duration can only deal with limited numbers of facts and the most useful in this case proved to be soils and vegetation studies coupled with maps on to which data was transcribed.

CONTINUED

"We have a responsibility to be a part of the healing process as well as a part of the controversy."

"Success of new towns in the next 30 years may well lie in building on small existing towns rather than setting out to create an entirely new town."

Oklawaha Charrette, Continued

The study area was defined as the Oklawaha Regional Ecosystem which encompasses approximately 2000 sq. miles stretching from Gainesville on the north to Leesburg on the south and bounded roughly by U.S. 441 to the west and the St. Johns River to the east. It is an area which has been used traditionally for man's outdoor recreation, including within its bounderies Silver Springs as well the Ocala National Forest. Settlement and growth has taken place mainly around the perimeter and pressures for use and development have been light until now. However, the growth of Central Florida to the south and the Flagler and St. Johns County Atlantic coast as well as major through highways which funnel increasing numbers of tourists into the state, not to mention economic dreams dashed by halting of the Barge Canal, all indicate the area must receive immediate planning study if it is to be utilized to its fullest potential.

The Charrette process should be designed to be orderly but unstructured, allowing maximum interaction between participants and providing an atmosphere where-in ideas act as catalyst for new concepts. Events cannot be scheduled within rigid time limits, yet there must be one coordinator who arbitrates decisions and sees that the process flows evenly from a beginning through to a self determined goal.

The Oklawaha Charrette began on a Friday morning with the teams divided for reconnaissance and observation of the area, mostly of the Oklawaha River, by air and by boat. One team assembled in Apopka and drove through their area by car enroute to the Charrette site at Silver Springs.

At any time when a Charrette subject is design or planning involving an actual physical area, it is well, indeed mandatory, to begin with a time of personal observation. Only by this means can participants develop a personal feeling of involvement and commitment to the problem, and combined observations become an invaluable resource to the process. In respect to the Oklawaha, the impact of the tragedy of the destruction which has already taken place through canal construction as compared to the remaining natural beauty could only be fully understood through this personal observation. One who has seen such as this cannot fail but have his attitude toward environment affected.

Following this reconnaissance the process was loosely organized to allow Friday night and daytime Saturday for each team to develop its plan. By Saturday evening each solution was to be well in hand and planning teams were to break into presentation teams to prepare exhibits for the Sunday afternoon public presentation. Such was the plan and in general it evolved that way but only through much agonizing discussion. In the months time lapse between initial orientation meeting and the Charrette, each team met to discuss and formulate their approach to the problem. Yet Friday evening found most participants unsure as to what they were to do and how to proceed.

It was apparent that though the approach of each team was to be individual, the end product in terms of a land use map had to be done with a unity of purpose which could be easily understood by the public. It was at this point, first on a basic approach to planning and later on graphic presentation of the plan, where intense and agonizing discussions yielded a perhaps unique thought process which served well for this Charrette and one which can be applied to other such future efforts.

As an approach to planning process, there were two basic concepts, each personified by individuals. First there was the methodical approach of transferring data to various overlay maps, catagorizing multiple detailed land uses and correlating these with the overlay maps to arrive at a land use plan. Secondly was a creative conceptual approach which catagorized all uses as natural or man-made and which established basic plan concepts upon which detailed studies would be based. For this Charrette the first process was deemed too complex and the second too simplified.

It was at this point that the co-ordinator was needed to guide discussion and to determine direction. Following presentation of each approach and discussion by the group, with important conceptual contributions by the ecologists, there

"Parameters do not create the plan creative use of parameters do."

"This kind of thing needs much more of an ecological approach."

evolved the concept of an "impact scale" measuring the interaction of man and nature from active or productive, use of land by man through a graduating scale to land as a passive natural system that serves man in its own ways.

Thus ended the first day, but even at this point actual application of the process was not clearly understood and further discussion took place between team co-ordinators during the day on Saturday before a unified approach to presentation was finalized. The final land use key, to be color coded, was divided into five categories: 1) Urban/Community, 2) Production, 3) Active Preservation (Recreation), 4) Restoration (of destructed areas), and 5) passive preservation (no human use). Intensity of use in each category and overlapping of uses was signified by vertical stripes of varying width.

Within the framework thus established each team proceeded to plan their own area, amid intensive discussions of soils, ecological factors and even potential uses of sewage effluent. Procedure among teams varied but most worked basically in developing first soils and vegetation maps from which land uses consistent with these were proposed. One approach which seemed to present a clear indication of the proposed plan used only two colors, orange and green, representing man and nature, with intensity of use indicated by width of lines. For instance, urban areas became solid orange, recreation equal orange and green and passive reserve areas entirely green. Thus, with an understanding of the graphic scale, the two color map derived enabled a quick visual comprehension of the plan.

The process by which the plan was developed was equally intresting. Each portion of the study area was subjected to thorough discussion of alternate uses with input by all team members. But even this process, which seemed solid, must be founded on a complete understanding of terms used among team members from different disciplines. The ecologist involved lamented the fact that he would bring up a point in one context only to see it return to later discussion changed in form and meaning.

And so the Charrette went on with Sunday

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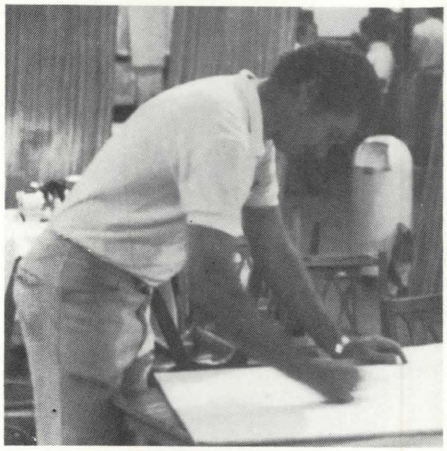

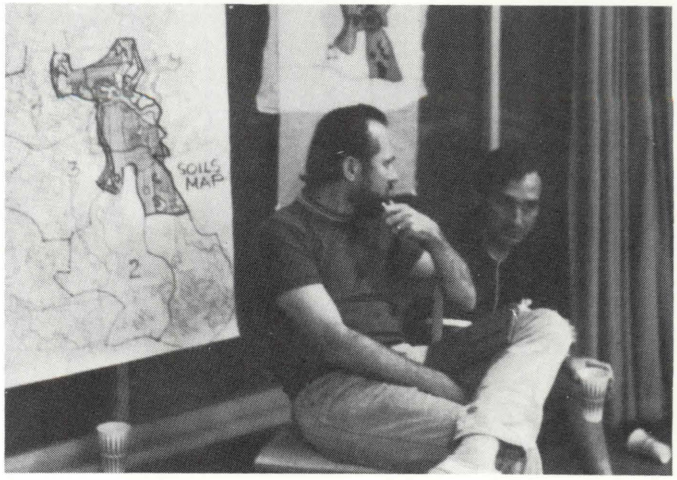

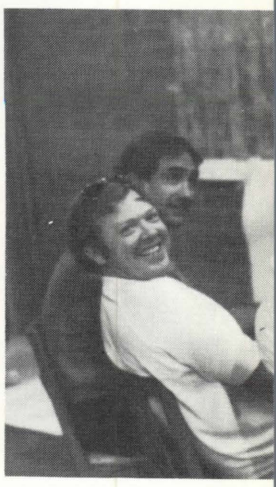

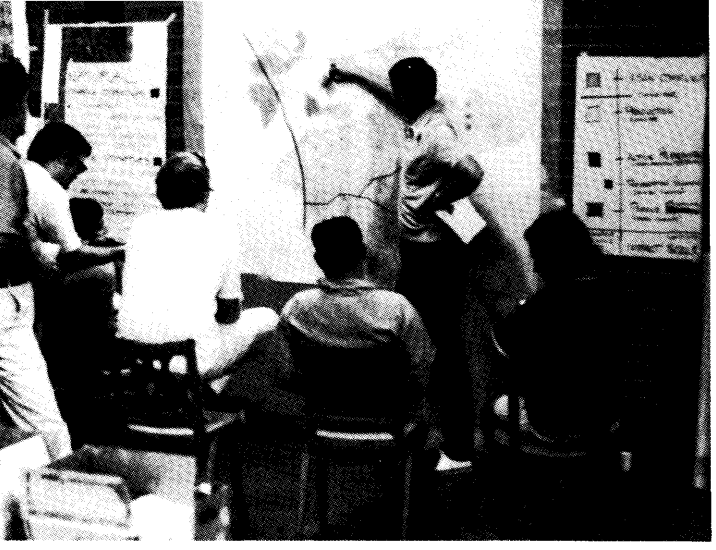

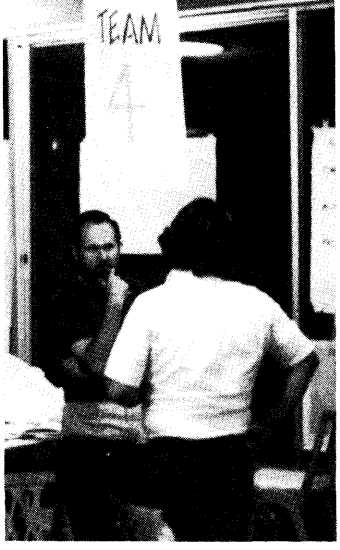

morning's effort concentrated on putting together the five disseparate studies into one overall plan. This was accomplished on a large map approximately 8' x 8' representing the conceptual plan done in the familiar bubble diagrams and overlaid with a clear milar sheet showing proposed land uses color coded to the five basic categories decided upon. Because of the nature of this map and the cost of redoing it for reproduction purposes, it is not now available for illustration here. The plan evolved was generally a unification of existing uses within the area with suggestions as to future growth and development. Existing cities would be encouraged to expand rather than developing new towns, but this expansion would be in a manner to preserve natural areas for recreation as well as for such uses as aquifer recharge. Existing communication and transportation corridors would be retained with all future changes in modes being implemented along these same routes. Destructed areas such as the lower Oklawaha River would be restored and existing areas of natural beauty as well as areas containing unique species of plant or animal life would be preserved.

It should be emphasized that this is not a plan which will become THE PLAN for this region. Rather, it is the result and illustration of a process whereby planning concepts and parameters can be quickly but soundly established, serving as the basis for later long range study and planning efforts by appropriate persons working within established political and economic frameworks. The same Charrette effort applied to other regions of Florida could easily become the first steps in developing a state land use plan.

The overall goal of this Charrette was to develop methods by which can be communicated to the public the necessity for the appreciation of environmental factors in regional planning. For this, as persons become participants in a world that is more and more densely populated, there is need to change social attitudes in order that people may live at peace with each other. Also, there is need to understand that such planning for life systems is totally necessary and that Government, at whatever level, must be deeply involved with the change or no change decisions which become mandatory in the support of both human and natural life systems. *(JWT).*

Four Recommendations to the General Public an State and Local Governments from this "Charrett

1. **It is to be recognized that the Oklawaha River is the major preservation spine for the entire 2,000 square mile area and as such is essential for the survival of that area. The toxicity which is contaminating the head waters of the system at Lake Apopka and the Rodman Pool are conditions which need to be eliminated immediately.**

2. **The major cities in the area, including Ocala, Palatka, Gainesville and Leesburg, should recognize they must begin to carefully plan for future urban development. This development must be structured in densities to limit the occurring urban sprawl. Spillover of urban development into critical land areas should be curtailed.**

3. **Man-made elements within critical land areas that are harmful to the natural life-giving values of the Oklawaha system should be phased out as quickly as possible to effect restoration.**

4. **The land plan adopted by this group on this date should be reviewed by State and Federal Agencies now involved in the area with the hope that it may be adopted as one of the initial regional plans to be implemented by the National Land Use Policy Act.**

"The natural areas exist. The problem lies in how to superimpose man on this environment without destroying it."

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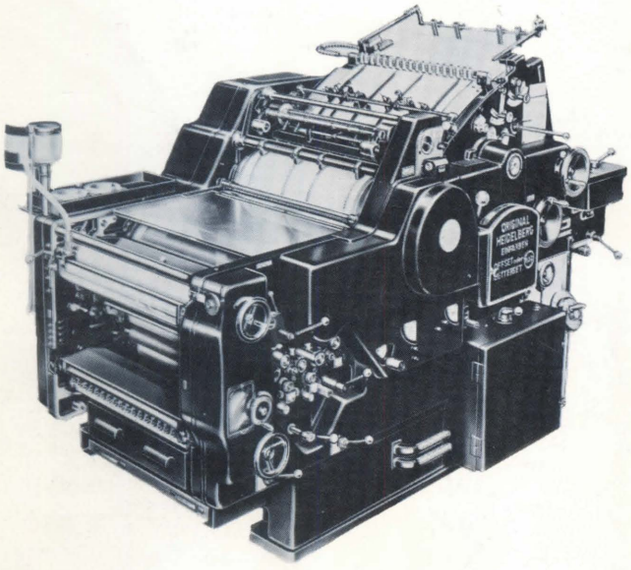

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